BOOK PRODUCTION

Design, printing and binding of books, pamphlets, catalogs and allied products • incorporating BOOKBINDING MAGAZINE • founded 1925

Gathered & Forwarded

THE COPYRIGHT LAW—A WARNING

■ In 1954 a strong and bitter fight raged within the book industry over various legislative proposals designed to eliminate the manufacturing clause in the copyright law. The International Copyright Act of 1891, which still is the law of the land, states that a book must be printed in the United States in order to obtain a U.S. copyright. Though modified and amended by various exceptions, this manufacturing clause serves to limit the importation of books printed and bound in foreign countries.

The Register of Copyrights has now proposed a general revision of the U.S. Copyright Law. The most important section of the general revision concerns the complete elimination of the manufacturing clause. The report is now in the hands of the House Committee on the Judiciary and will undoubtedly be voted upon in Congress at the next session.

What should be the position of the book industry concerning the proposed elimination of the manufacturing clause? One school of thought holds to the view that its elimination will enable many American publishers to reduce the production costs of their books by having them printed and bound overseas. In addition, we would finally be on a par with the rest of the world; for thus far only the United States and the Soviet Union (a strange similarity of policy!) zealously guard copyright protection through manufacturing and other restrictions.

On the other hand, however, a quick comparison of labor costs in the United States with those of England, Holland, Germany, Japan, Nationalist China, and other countries indicates serious complications. Were all restrictions to be eliminated what would be the fate of the book manufacturing industry when faced with the competition of overseas printers and binders whose wages range from ¼th to 1/20th that of American workmen? In addition would we see a complete deterioration in commodity standards, specifications, and overall quality of the finished book, as has so unfortunately occurred in other industries, such as toys and textiles, when faced with overwhelming overseas competition?

The issues are complex. In a changing world, determined adherence to conditions pertinent in 1891 may be ill advised—but neither can the immense damage implied in a copyright change in 1962 be ignored.

Whatever position the book industry takes upon this controversial question must be based on a scrupulous and impartial study of the facts. This we propose to do in future issues, and we invite the comments of all serious leaders of the industry.

Walter Kubilius

BP ON THE PUBLISHING FRONT

U.S. INFORMATION AGENCY BRIEFED ON BOOK PUBLISHING

The American Book Publishers Council has provided a four week course of lectures for the book officers of the United States Information Agency. This briefing was requested by the U.S.I.A. for its field officers who would be concerned with the publishing process through the sponsorship of translations of American books in foreign countries.

Dana J. Pratt, of the ABPC, arranged for specialists to present a rapid survey of the fundamental data in their fields. The lectures included discussions of: paper and papermaking by Charles Gordon, Oxford Paper Co.; production by Seth Agnew, Doubleday; design by Ernst Reichl; printing processes by Walter Kubilius, Book Production Magazine; book production in underdeveloped countries, Mr. and Mrs. Milton Glick, counsultants and Dana J. Pratt, staff associate, ABPC.

The third week was devoted to plant visits that included a tour of Mahoney & Rodse, offset printers on September 27, and of the J. F. Tapley bindery on September 28.

A. A. KNOPF DISCUSSES DESIGN AT AIGA TRADE BOOK CLINIC

The first AIGA Trade Book Clinic luncheon of the new season was held on September 13, at the Hotel Shelburne, New York City. Alfred A. Knopf, president of Knopf, now a part of Random House, spoke on "Good Design Doesn't Cost a Nickel More."

Book design will improve only if top level management insists on having better books made, Knopf declared. The publishers must love well made books, since good design includes the use of good quality materials, and better books will not be quite as cheap as poor books. But there is no need for extravagant budgets. Good taste can do wonders in producing a fine book at reasonable costs.

After citing some delightful case histories of the clash between authors and the designers of their books, Knopf turned to the problem of young and new designers to carry forward the creativity in book styling that had resulted from the work of such men as W. A. Dwiggins, Elmer Adler and George Salter.

Fon W. Boardman Jr., chairman of the committee, announced that the next luncheon meeting will be on October 11. The topic is "European Fashions in Trade Book Design." In November the group will experiment with an evening meeting, to be held at the new AIGA headquarters at 1059 Third Avenue.

GINIGER ELECTED PRESIDENT OF HAWTHORN BOOKS

Richard P. Ettinger, chairman of the board, and John C. Powers, president, Prentice-Hall, Inc., announced the election of Kenneth S. Giniger as president of Hawthorn Books, Inc., its wholly owned subsidiary. Giniger has been general manager and chief executive officer of Hawthorn since its establishment in 1952.

Hawthorn recently absorbed the book publishing activities of Popular Mechanics magazine, including the Windsor Press, and is continuing its activities as part of the program of the Greystone Corporation.

AMERICAN HERITAGE GOES PUBLIC

Formed in 1954, the American Heritage Publishing Co., successful publishers of Horizon and American Heritage, bi-monthly periodicals in hard covers, and of various lavish surveys of historic periods, has filed a registration statement with the Securities and Exchange Commission. An offering of 140,000 shares of stock represents 75,000 shares to be sold by the company and 65,000 by stockholders.

For the fiscal year ending June 30, 1961, the company reported a gross income of more than $11.3 million, and a net income of $1.07 per share of common stock.

COURSES IN THE GRAPHIC ARTS

The Fall session of the Center for the Graphic Industries and Publishing, New York University at Washington Square, is offering a broad spectrum of courses in the graphic arts. Included are classes in design, printing processes, art and copy preparation, practical typography, elements of book production and aspects of publishing.

In Brooklyn, Pratt Institute's School of Continuing Professional Studies offers a course in childrens' book design and illustration by a number of well-known authorities in this specialized field.

At both institutions the courses are given in the evening to permit working staffs in the publishing field to attend.

SOCIETY OF TYPOGRAPHIC ARTS REVIEWS PICTORIAL ATLAS

At a dinner meeting at the Normandy House, Chicago, on October 5, the Society of Typographic Arts heard a discussion of the Life Pictorial Atlas.

Sanford Cobb, vice president, sales promotion and development for Rand McNally, who produced the atlas, and Chris Arvetis, the art director, told of the concepts behind the book. They reported some of the challenging problems that were solved in the course of manufacturing this mammoth volume.

DATA FROM PUBLISHING RESEARCH

The second in a series of reports on the book industry has just been released by the Publishers Research Corporation. The special study of bookstore selling prices and practices covers more than a hundred stores in various metropolitan and suburban areas.

The first report examined book pricing, and future studies will cover other areas of interest to publishers. The releases are available without cost from Publishers Research Corp. at 217 West 25 Street, New York City.

PAPERBACK ORIGINALS REPRINTED AS HARD COVER

By a pleasant switch, a number of Penguin originals are to be re-issued as hard bound books by Cassel and Co., London. The titles selected represent books that were specially commissioned by Penguin to fill lacks in various fields. The series will bear the imprint, Belle Sauvage Library. Those to be done by lithography will be printed by Jan de Lange, Holland, while the letterpress volumes will be printed by Artia, the Czechoslovakian national organization.

RECORD FIRST PRINTING SET BY PREMIUM BOOK

The Gillette Safety Razor Company is offering as a premium a pocket-size copy of the World Series Encyclopedia, to each purchaser of one model of its razor. Thomas Nelson & Sons, the publishers, report that the order for 3,400,000 copies represents the largest single printing of a full-length book. This 256 page book had been previously issued by Nelson in a trade book edition at five dollars.

MICROCARD EXPANDS

Microcard Editions has been organized to broaden the publishing activities of

the Microcard Foundation that issues original and research materials in Microcard form. Under the new arrangement, Microcard Foundation will continue its support of academic undertakings, and Microcard Editions will publish works produced in conventional format as well as on microcards. "A Guide to Microforms in Print" will be the first normal scale publication it will issue.

BOSTON BOOKBUILDERS RE-VISIT 1937

To celebrate a quarter of a century of vigorous functioning, the Bookbuilders of Boston devoted their meeting on September 25 to "an excursion into another era," revisiting the flavor of publishing when "Gone with the Wind" was newly a best seller and bleed halftones were a bold innovation in a textbook.

On October 23, Francis Keppel, Dean of the Graduate School of Education, Harvard University, will address the group on the topic "An Educator Asks the Publisher."

CROWN ISSUES QUALITY PAPERBACKS AS XANADU SERIES

Under the imprint Xanadu Library, Crown Publishing Co. will re-issue classics of fantasy and mysticism as quality paperbacks to retail in the $1.45 to $1.95 range. The schedule calls for the issue of about eight titles a year.

RIDER SOLD TO HAYDEN

John F. Rider, Inc. publisher of technical and training manuals has been acquired by Hayden Publishing Co., specialists in electronic periodicals and annuals. John F. Rider will operate Rider, Inc. as an independent division from its own offices at 116 W. 14th Street, New York City.

HOLLOWAY PAPERBACK HOUSE

Specializing in non-fiction paperbacks retailing at $.60, the Holloway House Publishing Co. has been established at 8762 Holloway Drive, Los Angeles, Calif. The first two books issued are a biography of Hemingway, and a report of the Eichman trial.

SOUTHERN BOOKS COMPETITION

The Southern Books Committee of the Southeastern Library Association has announced that the jury for the 1961 Competition includes: Leonard F. Bahr, typographer; Donald Weeks, art director Friends' magazine; and Charles Evans Feinberg, who owns the world's finest collection of Walt Whitman.

The Competition, conducted substantially under the same rules as in previous years, requires that entries be published or printed and designed in the South. Detailed information about entries (which must be in by December first) is available from Fant H. Thornley, % Birmingham Public Library, Birmingham 3, Alabama.

Names in the News

Robert F. Thompson has resigned from D. C. Heath & Co., Boston textbook publishers, after 26 years with the organization, and 17 as manufacturing manager. He has long been active in many groups concerned with the graphic arts. As chairman of the New England Committee for Offset Cover Research, he was in large part responsible for the national standards now accepted in the book industry.

As yet, Thompson has not announced his plans for the future.

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Richard W. Kislik has moved to Random House where he will be administrative assistant to Bennet Cerf. He will work on accounting controls and finance for Donald Klopfer. Kislik has been treasurer of Ziff-Davis, and earlier, controller for Doubleday.

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Erik Swenson has become vice president of W. W. Norton Co. and a member of the board. He has been with Norton since 1951; before that he had been an editor with William Sloane Associates.

•

Larry Kamp has joined World Publishing Co. as assistant art director of the trade book department. He will work in the New York office.

INDEX of BOOK MANUFACTURING ACTIVITY

Based on Confidential Casing-In Statistics Furnished by 20 Firms to J. K. Lasser & Company Exclusively for BOOK PRODUCTION

*Units reported in thousands and tenths thereof. 000's omitted.

	1958 units	1959 units reported*	1960 units reported*
JANUARY	16,677.8	15,790.5	16,683.1
FEBRUARY	15,548.1	15,889.7	16,798.6
MARCH	16,714.4	18,592.8	18,996.6
APRIL	16,481.9	18,858.2	19,821.0
MAY	16,709.2	17,646.5	19,450.1
JUNE	15,148.7	18,521.3	21,084.1
JULY	12,641.2	14,014.2	13,900.7
AUGUST	17,660.4	19,192.5	21,542.6
SEPTEMBER	16,488.9	17,322.1	19,896.2
OCTOBER	18,452.3	18,950.5	19,398.3
NOVEMBER	14,643.8	14,732.5	17,331.4
DECEMBER	13,760.4	16,207.9	17,860.1
12 MOS. TOTAL	190,926.3	205,718.7	222,762.8

1961 as compared with 1960	
JANUARY	up 21.8%
FEBRUARY	up 16.6%
MARCH	up 24.4%
APRIL	up 6.0%
MAY	up 15.6%
JUNE	up 3.3%
JULY	up 6.9%
AUGUST	up 7.4%

Eight months accumulated total, 1961 over same eight months, 1960 — up 12.5%

The Challenge of Creative Design:

THE VISUAL MESSAGE OF BOOK PRODUCTION

. . . communicating with the reader.

Alberto P. Gavasci

THE ART DIRECTOR, TYPE DIRECTOR is the silent salesman in Book Publishing . . . communicating directly with the reader. The total effect of decision by people, to read, lies in his hands. Why? No book published, nor any printed piece, can come alive if badly presented typographically or shabbily dressed in illustration.

The Art Director, Type Director, in selecting type faces gives to typography the sound of a voice in its persuasion . . . "look at me, I'm readable." On the other hand, type can be the jury's decision, "some books are not worthwhile reading."

The tempo of a book garbed in exciting illustrations, black and white, or, in full color, gives pace to typography, lifting the reader's imagination with the purposeful picture of an enchanting dream. The combination of good type selection and illustrations, must be compensated by paper finishes, giving bounce to the typographical structure of type, and depth to the reproduction of an illustration. This "bone and flesh" needs only the stirring motivation of a story . . . as hot blood rushes through the veins bringing the finished product, the bound book, alive.

Type is a masterpiece of "chiaro-scuro," playing with our eyes. The action of "GO" in serif faces is the sound of a chisel striking marble . . . the dimension of its impact is the depth of the "FEEL" transmitted in vibrations of thought through readability. Sans serif type cuts a clean path in cold decision in its block strength adding emphasis and determination to the message.

Book publishing has come a long way in understanding and respecting the Art Director, Type Director.

Continuing applause for BOOK PRODUCTION MAGAZINE'S *outstanding typographic styling and dramatic page layouts have prompted many designers, book publishers and manufacturers to query regarding the basic principles behind the bold new look in this, the industry's leading trade paper. We have therefore asked Alberto Paolo Gavasci,* BOOK PRODUCTION MAGAZINE'S *designer to outline his views on the role of the art director and the type director in contemporary book publishing.*

THIS designer believes that type is the most important element in a layout and when expertly handled is as decorative as it is functional. One of his favorite types is Bodoni, which he feels combines power and beauty and lends itself equally well to body and head use. Gavasci regards white space as a piece of canvas which he approaches as a painter, carefully determining where to fill in and where to suggest. When an illustration is heavy he goes light on type and vice versa. Elements in a Gavasci composition have an important sense of position. One associates with Mr. APG—the most causative effects.

Making type talk, sing, purr, whistle, is the forte of this talented typographic designer. He handles these leaden elements with a golden touch. Gavasci has developed his typographic technique to the point of high visual and mental control—forming effects that put Stops and Gos in the proper places.

From: "Friems Four Pages," by P. K. Thomajan

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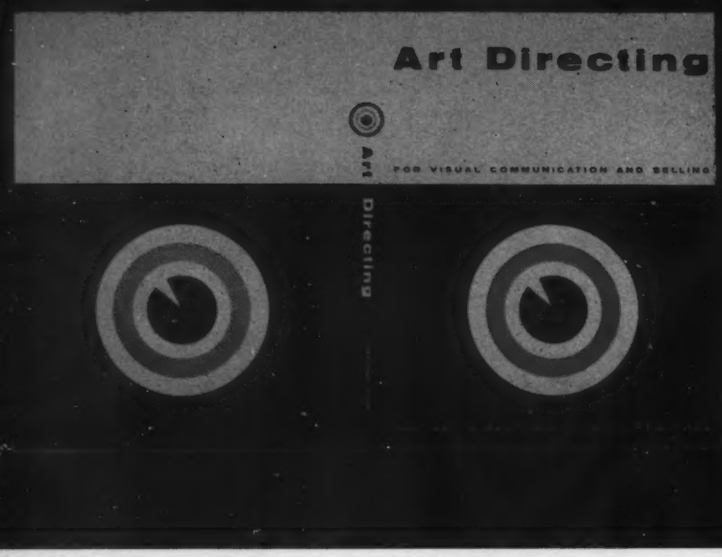
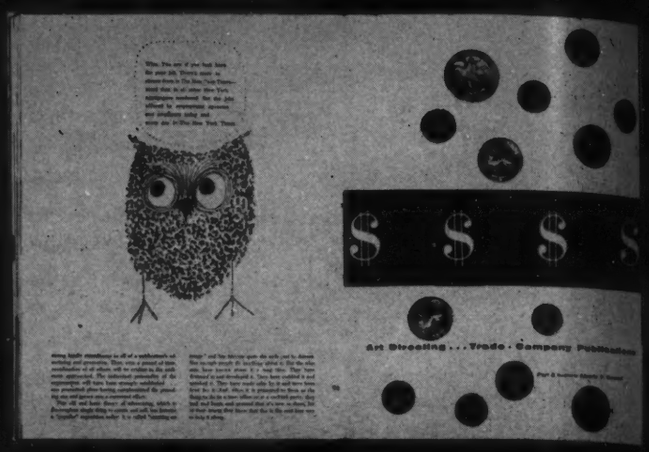
DIRECT MAIL BOOKLETS

RADIO
WAAA
THE ORANGE BOWL GAME
ALLAN JACKSON
ROBERT TROUT
open until
tonight
Kolmer-Marcus

ART IN ADVER-TISING
Interior





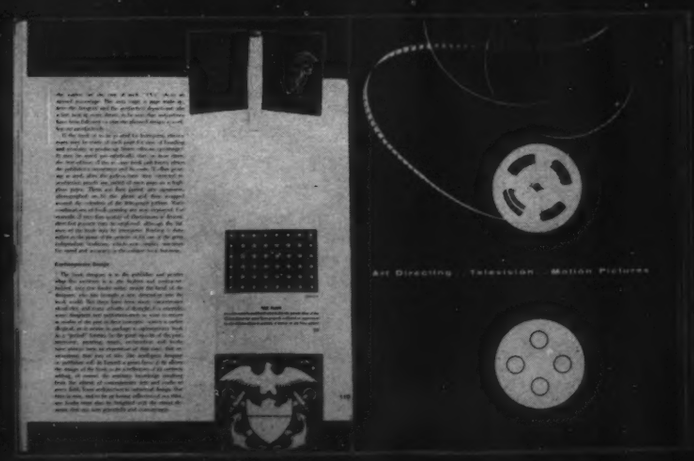
Publishers have found in him a friend, a business executive, an administrator. Having this creative individual as member of his organization, the publisher recognizes that the Art Director, Type Director is solely interested in the end product of publishing, "SALES." This master of translation of a manuscript sits with the "corporate image" as minister with portfolio, serving in the most delicate decisions . . . influence the public, motivate it to read, stir it to buy!

The effects of an Art Director, Type Director on publishing are not those of a magician who mesmerizes, rather, he clearly defines good taste, understanding of the manuscript, choice of type, art, papers, and binds these components into colorful pictures with each turn of his kaleidoscope.

God's touch of Adam's finger brought life to dust in the form of man, and the word was heard. The first Art Director was the cave man who left his impressions on stone, opening a new world of pictures to our eyes, lifting voices to sing praises to humanity.

The Art Director, Type Director possesses these basic tools and should never negate their pure form of interpretation, for in his analysis he stands ready to provoke the masses with creative talent using type and illustration in communication with the reader.

Photos on pages 56, 58: The basic design principles evidenced in Gavasci's work on BOOK PRODUCTION MAGAZINE'S *covers and interior pages may also be noted in his work on leading trade books in the art and design field. Of special interest is the design of the 34th Art Directors' Club Annual of 1956, shown on page 57, and the Art Direction publication illustrated on this page.*



TYPOGRAPHY '61

CANADIAN BOOKS COME OF AGE

Quality of design steadily improving as book publishers place more emphasis upon consistent, integrated styling.

by Frank Davies
MACLEAN-HUNTER PUBL. CO.
TORONTO, CAN.

THEY ARE BETTER—even the mediocre books are better and the bad books look worse and worse by contrast. As for the best, they are really excellent.

For these reasons we can be proud of the role played by books in Typography 61, the most recent of a series of contests to encourage and select the finest in Canadian typographic design.

The judges were Frank Lipari, Gazette Printing Co.; Frank Davies; and Allan R. Fleming, Cooper & Beatty.

It has been very gratifying to anyone aware of the value of well-designed books to follow the book sections of the annual typographical exhibitions. Each year there has been progress. Each year has shown a subtle but quite consistent difference.

The first show, in 1958, had very few books that were consistently good, from jacket through case and prelims to text pages; the extended decoration through prelims that was to be so strong later had just begun to appear. The jury that year deplored "the publisher who got into the design act, the printer who couldn't run ink evenly, the binder who ran his folder so fast that no two margins were the same," and on the evidence before them this was just, though very unpopular, criticism.

1959 saw a sudden self-consciousness. It was as if the designer, finding his voice was being heard for the first time, had rushed off to take elocution lessons so that he could e-nun-ci-ate un-for-get-tably. Again, the best books were cohesive and original and well designed, but behind them came a spate of cleverness which trailed off into irritating gimmicks. Production was still patchy.

1960 showed more maturity and confidence. The Canadian book was recognized abroad "for its interesting format." A few designers now dominated and their individual approaches were clearly apparent. Textbooks were generally depressingly bad, though earlier there had been signs of hope.

Matters are different in 1961

Now, in 1961, the gimmicks are gone. Text-books still languish. The work of two men dominates: Robert Reid of Vancouver, both for his own designs and for the wonderful work his students are producing; and Frank Newfeld of Toronto. Their books are a joy. But almost as heartening is the ever-spreading ripple of interest. New designers have appeared. Recent books from conservative publishing houses slow to recognize typographic niceties and fine production show steady, though very safe, improvement.

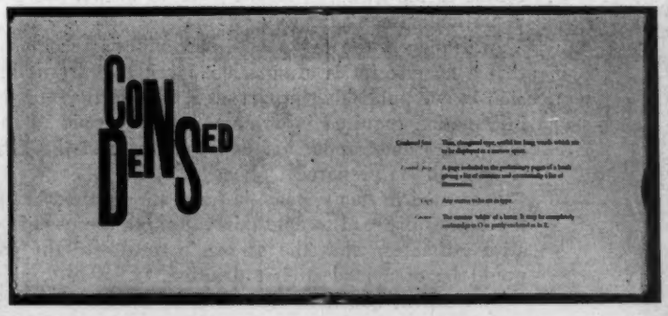
The best books in this year's exhibition are imaginative, immaculate, and complete. They stood out so clearly that each judge, independent of his fellows, made an identical selection. Only on minor details was any discussion needed. Similarly there was unanimity in giving the Award of Distinctive Merit to Frank Newfeld for designing Leonard Cohen's *The Spice-Box of Earth*. This is one of the series published by McCelland and Stewart 'to inspire and complement fine craftsmanship' in book design and manufacture.

They and Mr. Newfeld have lifted our book production standards way, way high. It is obvious that the designer had a deep empathy with the author, and in this lies one of the secrets of good design. Where the designer merely understands, he may produce a very competent book but where, as here, he feels fully the author's intent, then we get this rare inspiration.

And what of 1962? Our book industry is striding forward and we must wait, eager and patient, to see what happens next.

■ "The Spice Box of Earth," designed by Frank Newfeld, was the winner in the Book category which drew 300 contestants.

■ "A Glossary of Typographic Terms," designed by Rev. B. Leech, won the Rolland Student Gold Medal for outstanding work by a student of typography.



Third in a series of special features on the financial realities of book publishing

CAN WE AFFORD TO PUBLISH THIS BOOK?

by Seymour Turk, Treasurer
SIMON & SCHUSTER, INC., PUBLISHERS

How to Compute Production and Allied Costs In the Proposal to Publish. New Techniques Determine Major Decisions in Book Selection

GENERALLY SPEAKING, trade book departments record profits which are either meager or nonexistent.

It is a reality of publishing life that in many cases financial commitments are made with only the barest outlines of a manuscript as the basis for such decisions.

Since publication of only "best sellers" is obviously impossible, there is constant search for methods of evaluation that will lessen the risk of actual financial loss.

Previous articles in BOOK PRODUCTION have discussed publishing costs. But in these the costs were reviewed after publication, when the results of the venture were in, and sufficient accurate information was available to analyze the situation historically.

This, by contrast, is an attempt to analyze the intricacies and difficulties that go into an appraisal of the financial risk of a publishing venture prior to its acceptance by the publisher. The point at which the discussion starts is conveyed by the name given to the appraisal form. This is genuinely, a "Proposal to Publish." It is an analysis presented to the Editorial Board *prior* to formal acceptance of a particular manuscript.

In sequence, the first step is an editor's recommendation that a manuscript is of sufficient merit to warrant its inclusion in our publishing program. It is then that the financial information required is developed with the aid of the business, sales and production departments, and the "Proposal to Publish" is prepared.

Presented in this systematic form, the information permits the Editorial Board to determine, through the use of conservative estimates, what the economic results to the company would be of a modest first printing.

Two salient questions that must be answered are:

How many copies must be sold in order for the author to earn out his advance? How many copies to break even?

To enable the business department to prepare reasonable cash projections, this "Proposal to Publish" also includes a calculation as to when the funds, and in what amount, will be needed for various aspects of the venture.

With this background, let us now examine, line by line, how the financial section of the "Proposal to Publish" is utilized and interpreted in guiding management toward a decision.

Facts Available (see figure 1.)
Type of Book—first novel
Estimated pages—256
Advance required—$1,000

LINE 1

The Sales Department estimates that a minimum net sales of 4,500 copies at $3.95 retail price is a reasonable possibility. Column C indicates net proceeds of $9,900.

LINE 2

To have sufficient copies available for review, it will be necessary to print 5,000 copies which, based on specifications outlined, would cost $2,500. "Review" as used in this case includes the copies for advertising, display, promotion and all publicity uses. The number allotted varies from book to book; for this proposal 500 copies were earmarked for this purpose.

LINE 3

Investment in non-recurring (plant) costs was estimated by the production department to be $1,500. Plant costs are here differentiated from edition costs. The edition costs are such items as jackets, bindings, paper and press work; these are recurring since each book needs its own jacket and consumes cloth, boards and paper. But the non-recurring costs, the

costs of composition, plate making, plates for the jackets, fees to the designers, etc. can be pro-rated over the edition as a whole since they remain fixed almost without regard to the total number of books printed.

LINE 4

The advance of $1,000 divided by the royalty rate (10% of retail price) would indicate that the advance could be earned out by the sale of 2,531 copies. Author's royalties often involve a sliding scale, with an increased per cent after so many copies are sold. In this example, the customary rate for 5,000 copies is taken for simplicity.

LINE 5

Since the sale of 4,500 copies is estimated, there will be an additional royalty due the author of $778.

LINE 6

Initial advertising on this title will be allocated at approximately 9% of estimated net proceeds.

LINE 7

Direct variable costs allocated represent 17½% of estimated net proceeds or $1,733. This percentage has been determined by comparing net sales with the cost of the required services of selling, distribution and warehousing. This is an average. It is obvious that the cost of handling 10 individual orders for a single copy is substantially greater than the cost of a single order for 10 copies.

Total costs (line 2-7 inclusive) add to $8,361 which, when subtracted from net proceeds of $9,900, results in a publishing margin of $1,539. An allocation to fixed overhead of 13½%, or $1,336 results in an anticipated profit on the sale of the complete first printing of $203. This 13½% may vary considerably from publisher to publisher, and vary somewhat from year to year for the same publisher. It represents our accounting generalization of the realistic situation at the present time.

We, of course, realize that returns may significantly reduce the predicted profits and that every last copy of a title cannot be disposed of through regular channels.

Whether the anticipated profit is sufficient to absorb the above is a point most seriously considered when the project is reviewed.

The column "When Funds Needed" indicates the capital investment required by this project as well as approximate dates when funds are required.

The prospects of subsidiary rights are carefully considered and presented as a part of the proposal to publish for each actual book. (Figure 2)

Some general conclusions

To complete the discussion, it is necessary to comment on the methods used to determine the retail price of a book. No easy-to-use formulas are available and each title must be analyzed separately. Using the present example, the computations for the break even point arrived at in Figure 1, are detailed in Figure 3.

Consideration must be given not only to the costs of the book but whether the marketability will be effected by a given price.

A number of informal surveys apparently indicate that price of a book does not turn away purchasers. An investigation of best seller lists will substantiate this by revealing the wide range of retail prices of books that are currently receiving excellent acceptance.

A final comment, based on many case history analyses, suggests that retail prices average out to approximately a cent and a half a page.

Our thanks to the many publishing executives who cooperatively took time to furnish us with full-scale responses to our queries on the vital topic of the cost of making a book. Subsequent issues will carry further the actual steps in the costing and pricing of books in various categories, by large, medium and small publishing houses.

Figure 1

INITIAL INCOME AND COSTS BASED UPON 1st PRINTING ESTIMATE

Anticipated retail price $ 3.95 (HB) — 1st printing estimate 5000 copies

	UNIT (Col. A)	COPIES (Col. B)	P. & L. ON 1st PRTG. (Col. C)	WHEN FUNDS NEEDED
1. Net sales	$ .220 (56% of retail)	4500 (1st print minus reviews)	$9900 (Col. A. x Col. B)	
2. Edition Cost	$ .500 (HB)	5000 (1st Print)	$ 2,500 (Col. A x Col. B)	$2500 Spring 1963
3. Plant Cost	$ .300 (Col. C ÷ Col. B)	5,000 (1st print)	$ 1,500 (HB)	1,500 Spring 1963
4. Advance	$ .395 (% x retail price)	2,531 (Col. C ÷ Col. A)	$ 1,000 (Contract Terms)	1,000 Fall 1961
5. Additional royalty on balance of 1st printing	.395 (% x retail price)	1,969 (Line 1 minus Line 4)	778 (Col. A x Col. B)	—
6. Advertising	.190 (5% x retail price)	4,500 (Line 1)	850 (Col. A x Col. B)	850 Spring 1963
7. Sales and distribution overhead	.385 (17½% x Line 1)	4,500 (Line 1)	1733 (Col. A x Col. B)	1733 Spring 1963
8. TOTAL COSTS			$ 8361 (Line 2 to 7 inclus.)	$7583
9. MARGIN			$ 1539 (Line 1 minus Line 8)	
10. ALLOCATION TO FIXED OVERHEAD			1336 (% of Line 1)	
11. PROFIT OR LOSS ON FIRST PRINTNG:			203 (Line 9 minus Line 10)	

Adance earned out by sale of 2531 copies

Breakeven point estimated at 3488 copies

Figure 2

EXTRA POTENTIALS PAST FIRST PRINTING ESTIMATE

Expectations of further printings (do not fill in at all if expectations are not at least "Good")

in first year ☐ excellent ☐ good long life back list ☐ excellent ☐ good

SUBSIDIARY RIGHTS POTENTIAL

(S. & S. share of proceeds *only*. Do not fill in at all if expectations are not at least fairly good or if S. & S. does not share. Entries may be in one column or the other or both)

	Realistically Possible	Realistically Likely
Book Clubs	$	$
Reprint Edition		
Motion Pictures		
Others (specify)		

Is this a mail order book? Excellent ☐ Good ☐ Possible ☐

Figure 3

BREAK EVEN POINT

1. Net Income per copy		$2.200
2. Edition Cost	.500	
4. Royalty	.395	
6. Advertising	.190	
7. Sales and Distribution overhead	.385	
10. Allocation Fixed overhead	.300	1.770
Profit excluding plant		.430
Divided into Plant Cost		$1,500
Break Even		3,488 Copies

SALES GUIDE to the

TEXTBOOK MARKET

THE MARKET FOR elementary and high school textbooks is guaranteed to expand from year to year for the double reason that the increase in population means a greater absolute number of students; and that a greater percentage of the school age population remains in school because of improving cultural attitudes towards the importance of education. In 1960 books in these categories sold more than 96 million units, for a sales volume of more than $176 millions.

Despite the constant headline references to federal aids to education, it remains a state and local funtion, that includes the authority for textbook adoption. "Adoption" is the master term in textbook purchasing. A book that is specifically designated as meeting the requirements of the authorizing body, as to contents and physical standards, is "adopted."

Analysis indicates that three basic patterns have emerged in practice.

1. The state adopts a single textbook for each grade/subject.
2. The state adopts three or more textbooks for each grade/subject.
3. The state makes no adoption, but leaves adoption entirely open to local level.

Where adoption is at the state level, provision is often made for *optional* supplementary readers and other materials that are also state adopted.

Regional patterns

A few generalizations are possible. The Southern States, on the whole, tend to retain control of textbook adoption at the state level. In these states, legislation specifies that physical standards for textbooks are to be established by a textbook committee or board. The cover materials, binding technique, paper and type qualities, and other aspects are to be set up as specifications that must be met before a textbook may be accepted for use.

Because of their mutual interests, the directors of the committees in these states have formed the National Association of State Textbook Directors. This group, with the Book Manufacturers' Institute and the American Textbook Publishers Institute have established a Joint Committee for Textbook Specifications. The published specifications have tended to set the standards for elementary and high school textbook manufacture in general. Publishers who hope to sell in the region covered by the NASTD are reluctant to divide their editions by separate runs for minor changes in specifications.

Sometimes it is difficult to change specifications even when superior materials or more satisfactory processes in textbook manufacture become available. For example, if the specification is that each textbook must have a jacket, this regulation may handicap the adoption of a textbook whose cover itself is printed in color, and then coated against wear and soil. The changes are slowed because the amendments to the specifications must be adopted by a majority of the Association's member states.

About half a dozen other staes, including one from almost every geographic section, have state-level adoption. These states are not necessarily members of an association, but often base their specifications on the physical standards that have been established by the Joint Committee. In these states, legislation often provides that a fixed proportion of the adoptions is to be made each year and to apply for a fixed period. Thus, in Idaho, the state board of education adopts new textbooks for one fifth of all categories each year, and the adoption applies for the next five years.

A few of these states have a mixed pattern of adoption. In these, elementary textbooks are adopted at the state level, but local-level adoption is permitted for high school texts.

Variations in local-level authorization

In the states that leave textbook selection and adoption to the local level, the definition of local level is often specified by the state constitution. County boards of education frequently have the authority to adopt textbooks for the schools within the county. More often, this authority is vested in boards for the school district, and is occasionally, particularly in New England, reserved for the township level, or even the individual local school.

Almost all the states that permit local adoption issue directories giving the names of the local officials, board members or school district superintendents.

Some exceptions and differentiations

The state laws that establish textbook purchasing authorizations almost invariably spell out that these laws apply *only to casebound textbooks.* Paperback workbooks and technical books therefore are basically free from regulations covering the more formal textbook.

As part of the educational trend toward self-instruction and self-testing, there is a new and active market for workbooks, manuals, and other aids that permit the student to write in, and use up an inexpensive study tool. Since the purchasing regulations rarely provide specifications for such manuals, it becomes feasible for a local publisher, printer or binder to supply these adjuncts to the local schools directly. Local officials will usually furnish details of the characteristics they want in these supplementary books, and appreciate the service advantages of working with local industry.

ADOPTION SYSTEM†		COMMENTARY	INFORMATION SOURCE‡	ENROLLMENT	
				000's omitted	
				Elem.	H.S.
Alabama	S-B	Ordered through state approved stores in each county.*	Montgomery Floyd R. Johnson, Ex. Ass't. Dept. of E.,	474	301
Alaska	S-M	No physical standards but reviewed for physical qualities.*	Theron F. Bordon, Asst. Commissioner, Juneau	32	6
Arizona	El:S-M	High schools make own selection.	Hon. W. W. Dick, Supt. Public Instruction, Phoenix	220	60
Arkansas	El:S-M Hi:L-O	Elementary school budget about $2.93 per capita.	H. T. Steele, Director Instructional Materials, Dept. of E. Little Rock	240	181
California	El:S-B Hi:L-O	Adopted books purchased from publishers or printed by State Printing Office from reproductions materials furnished by publishers.* (Laws now being revised)	Ivan R. Waterman, Chief Bureau of Textbooks and Publications, Dept. of E. Sacramento	2,200	1,030
Colorado	L-O	Each school district makes its own selections or adoptions.*	Leo P. Black, Asst. Commissioner Office of Educational Services Dept. of E. Denver	238	140
Connecticut	L-O	Textbooks selected by town school officials; inquiries be addressed to superintendents.	William J. Sanders, Commissioner, Dept. of E. Hartford	331	129
Delaware	L-O	* Not available at press time.	Not available at press time.	45	32
Florida	S-M	Textbook committees and Board of Ed. make selections in each field.*	William H. Pierce, Manager Publications and Textbook Services, Dept. of E. Tallahassee	548	371
Georgia	S-M	System superintendents send request to state orders an approved and placed with publishers. Payment made by State.	Hal W. Clements, State Textbook Director, Atlanta	655	275
Hawaii	L-O	Not available at press time.	Not available at press time.	84	56
Idaho	S-M	Committee adopts books in each specific field once every five years.*	James O. Glick, Exec. Sec., Textbook and Instruction Committee, Dept. of E., Boise	92	63
Illinois	L-O	Directory out of print; new issue in January 1962.	C. E. Gillespie, Supervisor, Textbooks & Publications, Office of Public Instr., Springfield	1,258	404
Indiana	S-M	Selection by textbook committee; books must be equal in size and quality to standard texts in general use.	Earnest A. Smith, Admin. Asst. Supt., Public Instruction, State House, Indianapolis	573	366
Iowa	L-O	County superintendents make some purchases; school districts basically responsible for own purchasing.*	Paul F. Johnson, Sup't., Public Instruction, Des Moines	376	190
Kansas	L-O	Selected by superintendents of schools; some rental arrangements; some purchase by pupils directly.*	George E. Watkins, Asst. Supt.,Dept. of E., Topeka	345	113
Kentucky	S-M	All elementary books purchased by state; only two of the four adoption groups for high school purchased by state; State will begin to purchase all books within two years.	Ishmael Triplett, Director of Textbooks, Bd. of E., Frankfort	441	169

† **B** = Basal; **L** = Local level; **M** = Multiple; **O** = Open; **S** = State level. State adoption committees may select a single text for each grade/subject (Basal), or approve two (Co-Basal); or adopt three or more for a definite period, and permit schools to choose from this list (Multiple). The selection and adoption is sometimes entirely on the local level, by individuals, boards in schools, school districts or counties (Open).

‡ The state's chief education officer is in charge of the educational system, and policy matters should be discussed with him directly. When other officials are listed it is to expedite communication about textbook adoption.

* State has printed directory of educational officers, including county and school district superintendents. For states not supplying this information the equivalent data may generally be found in the Education Directory, 1960-1961, Part 1 and 2, United States Office of Education, Wash. 25, D.C.

	ADOPTION SYSTEM†	COMMENTARY	INFORMATION SOURCE‡	ENROLLMENT (000's omitted) Elem.	H.S.
Louisiana	S-M	State purchases through central office.	Jack R. Gamble, Exec. Ass't. Materials of Instruction, Baton Rouge	545	156
Maine	L-O	Selected at local level by the superintendent of schools with approval of local superintending school committee.*	Philip A. Annas, Executive Director, Division of Instruction, Augusta	150	46
Maryland	L-O	County superintendents.*	Satte Education Officer, Dept. of E., State Office Bldg., Baltimore	349	233
Massachusetts	L-O	Local school systems do their own purchasing.*	Raymond S. Wower, Jr., Acting Director Research, Dept. of E., Boston	555	274
Michigan	L-O	Selection by local boards of education; directory published by independent body, Michigan Educational Directory 109½ N. Washington Ave., Lansing.	Lynn M. Bartlett, Sup't., Dept. of Public Instruction, Lansing	1,050	590
Minnesota	L-O	Individual school districts determine purchases; no state or county system.*	Farley D. Bright, Ass't. Commissioner, Dept. of E., St. Paul	413	263
Mississippi	S-M	Committees of teachers in each subject field make recommendations to textbook board for final selection.	J. E. Baxter, Eexec. Secretary, State Textbook Purchasing Board, Jackson	447	113
Missouri	L-O	Selections made by local school districts.	H. K. Kirchner, Ass't. Commissioner, Dept. of E., Box 480, Jefferson City	610	194
Montana	L-O	Selection by local school authorities; no state or county adoption.*	William L. Erickson, Deputy Supt., Dept. of P. I., Telena	96	46
Nebraska	L-O	Preliminary list of superintendents available from Nebraska State Educational Assn. 1233 F Street, Lincoln. Official directory available in December or January.	W. A. Schindler, Director Statistical Services, Dept. of E., Lincoln	194	79
Nevada	El:S-M Hi:L-O	Textbook commission selects one quarter of elementary books each year, so that approval is for about four years; high school books selected by superintendents of county school districts, aided by teachers.*	Byron F. Statler, Supt., Public Instruction, Carson City	40	19
New Hampshire	L-O	Selection by superintendents of schools for their supervisory union.*	Charles F. Ritch, Jr., Commissioner of Education, Concord	71	31
New Jersey	L-O	Superintendent of schools for each individual school district makes selections.*	Edward W. Kilpatrick, Ass't. Commissioned, Dept. of E., Trenton	766	246
New Mexico	L-O	Superintendents of local schools make selections even when payment is through state office.*	Tito Valdez, Director, Textbook Division, Santa Fe	127	84
New York	L-O	Local school districts make independent selections. Handbook #24 gives details.*	M. G. Osborne, Director, Div. of School Business, Management, Albany	1,616	1,119
North Carolina	El:S-B Hi: S-CB	Two books are adopted for definite period in each high school subject; single board responsible to state director.	Wade M. Jenkins, Director, Division of Textbooks, B. of E., Raleigh	828	261
North Dakota	L-O	State board lists recommendations; purchases made by administrative officer of school based on standards set by local school districts.*	A. R. Nestoss, Deputy Sup't., Dept. of P. I., Bismark	1,249	582

	ADOPTION SYSTEM†		COMMENTARY	INFORMATION SOURCE‡	ENROLLMENT	
					000's omitted	
					Elem.	H.S.
156	Ohio	L-O	No directory of local officials who do purchasing	E. E. Holt, Sup't Public Instruction, Columbus 15		
46	Oklahoma	S-M	Purchase is by school superintendents locally; books adopted by state board.*	G. V. Williams, Director, Textbook Division, Bd of E, Oklahoma City	322	213
233	Oregon	S-M	Five man board responsible for adoption; booklet "Procedures for Adoption of Textbooks" available.	B. L. Simmons, Sec't., Textbook Commission, Dept of E, Salem	267	112
274	Pennsylvania	L-O	Full responsibility resides with local school district officials.*	J. N. Johnson, Dept of P I, Box 911 Harrisburg	1,156	792
	Rhode Island	L-O	Local school district superintendents make selections.*	Edward F. Wilson, Asst. Commisioner, Dept of E, Providence, 8	75	52
590	South Carolina	S-M	State board makes multiple adoption; final selection is made by either school districts or county systems.	H. C. Quarles, Director, School Book Commission, Bd of E, Columbia, 1	376	196
263	South Dakota	L-O	Textbook adoption committee on county level make selections; independent school districts have their own committees.*	Mrs. Olive S. Berg, Supervisor, Elementary Education, Dept of P I, Pierre	110	36
113	Tennessee	S-M	State textbook commission adopts, and local units (counties, cities, school districts) select from official list and purchase through Tennessee Book Company, Nashville, official distribution center.	R. R. Vance, Consultant, Division of Instruction, Dept of E, Nashville, 3	596	183
46	Texas	S-M	All purchases made by state textbook division.	J. B. Golden, Director, Texbook Division, Dept of E, Austin	1,631	453
79	Utah	S-M	Textbook commission adopts multiple list for four year period, one fourth selected each year; all schools must use this list, but school districts select any listed books.	Lerue W. Winget, Asst. Supt., Dept of P I, Salt Lake City, 14	138	90
19	Vermont	L-O	Textbooks and instructional materials are selected by local school boards with the approval of the superintendent.*	A. John Helden, Jr., Commissioner, Dept of E, Montpelier	52	20
31	Virginia	S-M	Board of education makes adoption; General Assembly may prescribe time in which board may change textbooks; local school boards order directly from publishers.*	Miss Zelma T. Kyle, Supervisor, School Libraries and Textbooks, Bd of E, Richmond, 16	576	244
246	Washington	L-O	School districts that contain 4 year high school adopt through district textbook commission; in all others, county superintendent adopts with advice and consent of county board of education.	Mrs. Mary Wark, Ass't Supervisor, Library Services, Dept of P I, Olympia	455	154
84	West Virginia	El:S-M Hi:L-O	County boards purchase through the James & Son Co., Clarbsburg, W. Va., the state board's supply house.	R. Virgil Rohrbach, Supt. of Schools, Dept of E, Charleston 5	283	168
1,119	Wisconsin	L-O	Common school district boards adopt except when a county textbook board has been established. Districts maintaining high schools exempted from county board adoption lists.*	Miss Irene Newman ,Supervisor, School Libraries, Dept of P I, Madison, 2	502	198
261	Wyoming	L-O	Each school district board has sole authority for textbooks.*	Evelyn Gunter, Coordinator Publications, Dept of E, Cheyenne	49	26
582						

Expansions into Offset Confirm Trend to

INTEGRATED BOOK MANUFACTURE

TRADITIONALLY, an integrated book manufacturer maintained a plant that started with composition and platemaking and proceeded through the printing and binding stages. More recently, the meaning of "integrated plant" has tended to shift, to identify the major book manufacturers who feature both letterpress and offset equipment, and can therefore offer the publisher a choice of process, as well as a start to finish operation. In the past year a substantial number of additional plants, long regarded as the strong hold of letterpress, have decided to add offset equipment. Such completely integrated plants seem likely to bcome the rule rather than the exception, in the immediate future.

Indicative of the trend toward offset installation in complete book manufacturing plants is the expansion at Van Rees Press, Inc. After 59 years of letterpress printing, Van Rees has just added a Miehle Model 61, a 43 x 60″ single-color, sheet-fed offset press.

In describing the installation, Richard Van Rees, president of Van Rees, said, "The complete book manufacturing plant is rapidly taking on another aspect as plants add offset presses to their printing facilities.

Prior to the offset installation, Van Rees Press had offered complete book manufacturing, from letterpress composition and printing to binding, with a press room at 508 West 26th Street and a bindery at 316 Hudson Street in New York City. In recent years, however, it was found that the composing room was setting a larger percentage of type for subsequent printing by offset; and that the bindery, in turn, was being called on to do an increasing percentage of work from offset printers. According to Mr. Van Rees, when these economic realities reinforced the desire to offer complete services to publishers, the installation of offset became mandatory. "It seemed silly to us," he said, "to see all this work going to and coming from the outside, when we could just as well keep it for ourselves."

Selecting offset equipment

It was pointed out that only after careful analysis could the proper offset press be chosen. These various factors were considered: average length of print run; page size of book; frequency of color work; and availability of skilled personnel to run the press.

Concerning the length of run, Van Rees said, "I know that web offset is the prime topic whenever offset is considered. But we feel that much of the discussion does not take into realistic account that the average length of run for most books is approximately 5,000. Our new press will be economical in this range and under."

The sheet size of the press, too, had to conform to multiples of the page sizes of the book. A 43 x 60″ sheet seemed to offer most versatility.

The availability of skilled personnel is also very important. Van Rees hired, from the outside, a crew with many years of offset experience to man the press and to train its own letterpress personnel in the operation of offset presses.

Building confidence with offset

Van Rees feels that the addition of offset has increased the company's value to the book publishers who are its clients. That its clients feel this way too, is indicated by the fact that work is already scheduled for the offset press. Van Rees has gone into offset slowly, believing that only in this way can it insure its clients of competent service and develop this process with no loss of the good will rooted in nearly 60 years of service to publishing.

FURTHER EXPANSION of American book Stratford Press' facilities into offset was revealed this month when Edward Satenstein, president of ABSP announced acquisition of Duenewald-Konecky Corp., a color lithography concern. There will be no change of adminstration at Duenewald-Konecky.

Mr. Satenstein pointed out that by adding a complete color lithography plant to ABSP's facilities, it would be possible to hold the line on steadily rising book manufacturing costs.

With the addition of Duenewald-Konecky, ABSP now offers every variety of book production service including color lithography, black-and-white sheet fed offset, web offset, flat bed letterpress and rotary letterpress. It is planned to encourage the growth of Duenewald-Konecky into commercial color printing.

Effect of expansion

In describing the expansion, Mr. Satenstein said, "Duenewald-Konecky is, I believe, the only large lithography plant with years of solid book background and experience. This, integrated with our own growing facilities, will add immeasurably to the service we can perform for our customers. This acqusition, added to our present offset and web offset black-and-white facilities, makes American Book-Stratford Press the largest integrated and diversified complete book plant in the United States."

American Book is currently producing a total of 150,000 hardbound books a day. Of this number, approximately 20 per cent are trade books, the balance is comprised of subscription sets and textbooks. Expansion of the press and bindery facilities, now under way, is designed to meet the ever-increasing demand for production facilities, particularly in the educational field.

Pre-Convention Reports

BMI

TARGET: SUPERIOR MANAGEMENT

THOROUGH-GOING DISCUSSION of three major topics—Management Problem-Solving, Quality Control and Storage, Packaging, Handling and Shipping—will highlight the 29th annual Convention of the Book Manufacturers' Institute October 25-29 at the Boca Raton Hotel and Club, Boca Raton, Fla.

Featured speakers at the convention will be Dr. Mason E. Wescott, professor of Applied Statistics of the Statistics Center, Rutgers University; Albert J. Bergfield, senior partner of the firm Stevenson, Jordan & Harrison; James L. Harrison, Public Printer of the United States; and Robert J. Sweeney, Drake, Startzman, Sheahan & Barclay.

Following a preliminary session of the Board of Directors Tuesday evening, October 24, the program will get under way the next morning with a welcoming address by President Ben D. Zevin (The World Publishing Co.). After the opening address, the executive director, Malcolm H. Frost, will discuss past and future activities of the Institute.

Management methodology

Other first-day activities will include an address on Storage, Packaging, Handling and Shipping by R. J. Sweeney, specialist in materials handling and warehousing systems. Subsequent discussion will be lead by Henry B. Roberts of Plimpton Press. Various committee reports will then be heard. Final action on the recommendations here presented will be taken at the Friday morning closed session.

Wednesday afternoon's activities will feature Quality Control: Dr. Wescott will lead a panel discussion after his keynote speech, "Guideposts to Quality Control."

Economics in book manufacture

Thursday morning's major presentation will be an address by Albert J. Bergfield on the economics of the book industry, following reports by the Book Industry Committee, the Technical Research Committee, and the 1960 Price Waterhouse Survey for the Accounting and Insurance Committee. The various technical committees will also make their reports for discussion by both the active and participating members.

Dr. Austin J. McCaffrey of the American Textbook Publishers Institute will conduct an open discussion on "developments in the national and international scene having implications of interest to book manufacturers and publishers." The discussion will be held under the auspices of the Copyright and Tariff committee, with Harry F. Howard serving as chairman.

Many suppliers will participate in some of the deliberations. No formal program, however, for the announcement and description of new equipment and supplies for the industry is planned for this convention.

Saturday morning, the Board of Directors will meet to complete business details, schedule meetings for the coming year, and plan a program of activity before adjourning.

TBS-PIA

SPOTLIGHT ON LOOSE LEAF

THE ANNUAL CONVENTION of the Trade Binders Section of PIA will, for the first time, devote a substantial segment of its program to the Loose Leaf Division. The loose leaf program will amount to a supplementary convention at the gathering in the Pittsburgh Hilton Hotel, October 12-13-14.

Theme of the Loose Leaf Division's conclave will be loose leaf production problems. The program has been heartily welcomed by the entire membership, granting, as it does, an opportunity to discuss a topic that has only been marginally covered before. The loose leaf program will initiate convention activities October 12, and will continue through Friday, October 13, at which time the entire Trade Binders' Section will convene.

Program highlights

The Loose Leaf Division will discuss in detail every step in the sequence of loose leaf binder production. The first general session begins at 1:30 Thursday under the chairmanship of John C. Burkhardt. Robert A. Wunsch, president of T.B.S., will make the opening address and then turn the floor over to Donald Scheurer of American Loose Leaf Co. and John B. Stuerke, Jr., of Rogers Loose Leaf Co. for a panel discussion, "Inventory Controls and Material Handling."

At 3:00 Thursday, a panel headed by Walter Kubilius, editor, BOOK PRODUCTION MAGAZINE, will discuss "Loose Leaf Bindery Production Problems—Other Than Vinyl and Heat Sealing." Panel Members are Bruce Stevens, Beaverite Products Co.; Donald J. McCarrol, Jr., Wilder Binding and Finishing Co.; George Lloyd, Charles Chapman Co.; and, Felix Kolben, General Binding Co.

Friday's activities will begin at 8:30 with the panel discussion, "Production Problems in Heat Sealing," under the guidance of Cy Swatek, Vulcan Binder and Cover Co. Panel members are: Ernest Gross, Seal-O-Matic Electronics Corp.; Ivan Schwartz, Thermatron Div., Wilcox & Gibbs; William G. Albrecht, Jr., the Albrecht Co.; and Andrew A. Dulay, Mueller Cover and Binding Co.

At 10:30, Walter Kubilius will lead the concluding discussion, "How to Use Vinyl Profitably." Aiding him will be C. R. Davis of the Textileather Corp. and Paul Terreta of the O'Sullivan Rubber Corp.

T.B.S. program

The Trade Binders Section will begin its activities at 12:30 Friday under the chairmanship of Robert A. Wunsch, president. A. Joseph Newman, Jr., will discuss, "When Should You Buy New Equipment?" Then, at 2:00, a panel composed of Theodore Patefield, Gerald C. Quinn and Olin E. Freedman will discuss "Machinery Maintenance," "Plant Maintenance," and "Plant Layout," respectively. At 4:00, Peter Becker, Jr., will conduct a workshop on 1960-1961 Trade Binders Ratio Study.

Saturday's program will be devoted to the traditional and invaluable technical forums that have highlighted past T.B.S. conventions.

TYPOGRAPHIC REPRODUCTION TECHNIQUES

FILMSETTING

FILMSETTING IS USED to describe the composition of text matter by photographic means; other terms in general use to describe the same process are phototypesetting and photocomposition. Filmsetting seems to be generally preferred as most accurate and descriptive.

There are several filmsetting machines now on the market. These employ various forms of circulating matrices and negative discs through which the image or the letter is photographed on film or paper. These machines variously produce paper positives, film negatives or film positives.

Filmsetting was introduced to the book field in 1947. Its greatest use thus far has been in the composition of books where superior quality of letter reproduction is desired, and in the setting of complicated text matter. Since filmsetting produces a film ready for offset platemaking it is frequently more economical when used for offset than hot metal composition which must be further converted.

These are the special features of filmsetting:

- Produces a fine quality image by photographic means.
- Eliminates several production stages required in hot metal processes (see chart below).
- Provides more economical setting of complicated layouts because white space and letter forms can be handled very easily through photographic means.
- Allows greater versatility and economy in technical matter because

Comparative Flow Chart: Filmsetting and Hot Metal Procedures

FILMSETTING	COMPOSITION	ILLUSTRATIONS	PAGE MAKE-UP	
Letterpress	On Film	Line and Halftone Negatives	Film Assembly of Text and Display Positives	Contact Negative
Offset	On Film	Line and Halftone Negatives	→	
Both Processes	On Paper Positive	Halftone and Line Contact Prints on Photopaper Veloxes	Paste-Up of Text, Display and Veloxes (Mechanical)	→
HOT METAL **Letterpress**	In Metal	Photoengravings	Type Combined in Galley	Page Make-Up of Display,
Offset	In Metal	Line and Halftone Negatives	Type Combined in Galley; Veloxes and Repros Made	Paste-Up of Repros and Veloxes (Mechanical)

special matrices and symbols may be readily added to any photographic "font".

Quality is excellent

Filmsetting may be wisely chosen for any book where ultra-fine quality is demanded, regardless of price, because each letter set is a "new" letter, clear, sharp and unworn. Matrices used for filmsetting are actually master alphabets in negative form; that is, translucent letter images in an opaque background. Light projected through the master letters reproduces a true picture of the image on film. Full kerning of filmset letters is also possible—something which previously could only be done with hand-set type.

Advantages in straight text setting

It is generally believed that straight text matter set by filmsetting is more expensive than that set by other composition processes, even though some machines have been designed for cheap, mass-produced work. As more machines became available for book work, however, prices should come into line. Some newspaper publishers with filmsetting installations have already found this to be the case.

Certain types of straight text matter, such as those used in juveniles, can already be composed economically on filmsetters. Filmsetters are well adapted to the production of juveniles because their wider line measures and their larger type faces can more readily be set by filmsetter than by hot metal machines. This has meant that a greater variety of type faces can be used in juvenile without the risk of distortion in the enlarged repro proofs.

Filmset text matter has also been successfully used with color work. By using film positives, copy can be hand positioned on the color separations in exact registration prior to plate making, rather than having to register the type after it has been put on press or having to strip in repro proofs.

Complex symbols a specialty

Filmsetters have been used effectively in the composition of text containing a large number of complex symbols, such as mathematical, chemical, music or technical books. Their use in this particular aspect of publishing should increase because most filmsetters include matrices for more symbols than can be found on a hot type machine. In addition to facilitating the setting of symbols by machine, the filmsetter has special key-boarding arrangements that will permit machine composition of such complicated material as the structural formula of an organic molecule.

Tabular matter efficiently set

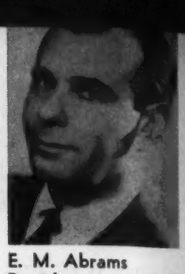
Filmsetting machines have found an increasing application in the composition of tables, graphs, directory copy, etc., because they can be programmed to make columnar tables and insert leaders automatically and because different sizes and styles of type may be mixed at the keyboard. These factors eliminate a number of hand operations that would be needed on a hot metal composing machine.

For example, it costs money to set white space on a hot metal machine. In the construction of any table consisting of two or more columns, spacing units must be placed between the elements; and this operation has to be repeated for each line in the table. Besides being time-consuming, it leads to errors in spacing from line to line. On a filmsetter, these spacing units can be programmed like the tabular mechanism of a typewriter, so that each line of the table is reproduced with the same spacing. Similarly, in directory work, the filmsetter is programmed to insert precisely the number of leaders needed to justify each line.

<table>
<tr><th colspan="4">PLATEMAKING</th><th>PRINTING PROCESS</th></tr>
<tr><td>Strip-Up of Line and Halftone Negatives</td><td>Fast Etch (Magnesium or Zinc Plate)</td><td>Duplicate Plates (Electros, etc.) When Required</td><td>Plates Locked Up for Press (Form Imposition)</td><td>Letterpress</td></tr>
<tr><td>Strip-Up of Line and Halftone Negatives</td><td>Negatives Combined and Duplicated as Positives</td><td>Films Stripped Together as a Flat (Imposition)</td><td>Offset Plate Made from Flat</td><td>Offset</td></tr>
<tr><td>Line Negative of Mechanical</td><td colspan="3">PLATEMAKING</td><td>Either process</td></tr>
<tr><td>Duplicates of Page Forms as Electros (When required)</td><td>Assembly on Stone and Lock-Up for Press (Imposition)</td><td colspan="2">→</td><td>Letterpress</td></tr>
<tr><td>Line Negative</td><td>Negatives Stripped Together (Page Make-Up)</td><td>Films Stripped Together as a Flat (Imposition)</td><td>Offset Plate Made from Flat</td><td>Offset</td></tr>
</table>

CANADA AND U.S. JOIN TO LAUNCH NEW LAWSON PACEMAKER II CUTTER LINE

J. W. Coultrap
President
The Miehle Co.



E. M. Abrams
President
Lawson Co.

Carlton Mellick
President
Mercury Eng. Co.

International cooperation in paper cutter manufacture results in complete new line. Dual conical drive and periscope gauge among special features in new series of heavyweight bindery cutters.

A NEW LINE of heavy duty paper cutters, "priced to compete with quality cutters built anywhere in the world" are being manufactured for the Lawson Company Division of Miehle-Goss-Dexter, Inc., by the Canadian owned firm of R. McDougall Co., in Galt, Canada, using U. S. and Canadian components exclusively.

All electrics, gearing and hydraulics are from the States, according to Lawson president E. M. Abrams, "and there has been no sacrifice in heavy duty construction or quality of performance. The new Pacemaker II cutters, in all sizes from 42" through 56", are specifically designed for the high volume production requirement of the North American graphic arts industry. Because they were engineered to be built in a single-purpose plant, we have been able to realize many economies while pioneering new design advantages."

Mr. Abrams emphasized that the manufacturing economies resulting from the unique U. S.-Canadian venture will enable Lawson to offer the Pacemaker II cutters throughout North America and the world, at prices to compete with quality cutters made anywhere.

The presence of the top officials from Canadian and U. S. government departments underlines how extraordinarily equitable is this new arrangement for both the United States and Canadian economies. All commented on the fact that here was an excellent example of what private business can do to improve international relations without relying on government assistance.

42", 47", 52", and 56" Sizes

The new Lawson Pacemaker II line will be made available in 42", 47", 52" and 56" sizes. The standard Pacemaker machines in larger sizes will continue to be produced at the company's Chicago plant.

All the new machines will have standard 6½" clamp openings with a knife speed rated at 50 strokes per minute. Extra large 78" back tables will be available as optional equipment as on the 56" machine.

New dual drive design

The Lawson Pacemaker II has a completely new and modern look, featuring clean lines and a completely enclosed design. Motors, gears, pistons, hydraulics are all located inside the massive base casting for extra protection and simpler maintenance.

A completely new departure in paper cutter design is the use of dual drives for the knife bar pulls. According to Lawson engineering vice president C. T. Thumim, the dual conical drives at both ends of the knife bar utilize multi-mesh gearing to eliminate "chatter" and knife vibration, "can pull the knife smoothly through even the heaviest lift to produce a mirror finish, draw-free cut from top to bottom."

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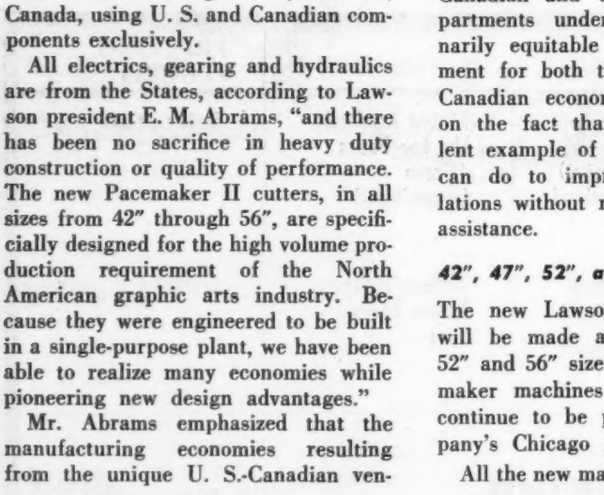
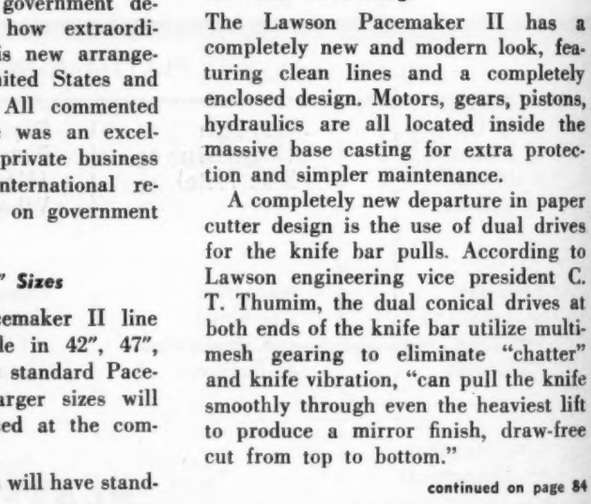


52" Pacemaker II with 6½" clamp opening.



Rear view of cutter showing overhead gauge.

TRENDS IN LOOSE LEAF AUTOMATION

Special characteristics of new covering materials invite radical advances in automated casemaking equipment.

THE MANUFACTURE of loose leaf binders may be subdivided into 1) making the case; 2) decorating the case; 3) making the metals and 4) assembling the case and the metals.

Recent trends in automation and production line output have made unequal progress for the various stages. Perhaps the most radical advances occur in the casemaking and case decorating stages. Some of this is the inevitable consequence of new cover materials that invited the development of production line equipment. Another factor has been the flow-line adaptation of silk screen and applique techniques to supplement each other in decorating the case.

Cloth cases are still popular

Heavy canvas, starch-filled book cloth and contemporary varieties of impregnated and coated fabrics still provide a substantial portion of loose leaf cases.

The degree of automation in making cloth cases depends in great part on whether the binders are made for stationery suppliers or for direct customers. When producing for stationers, quantities are so great that it becomes economical to convert familiar casemaking equipment, like the Sheridan or the Smyth, to turn out a fixed size of binder. Thus, if tens of thousands 3 ring binders, with inch rings, are to be manufactured, the casemaking machine can be set for the task and will produce as many as 7,000 a day. In this operation the cloth, boards and other elements of the case are prepared to size in advance, so that the efficiency of the equipment is not negated by the weak link of materials handling.

When customer runs, measured by the hundred instead of the thousands, are the assignment, some loose leaf manufacturers utilize carefully organized production lines of hand workers instead of casemaking equipment. Typically, the board and cloths, cut to size, are brought to a section where a conveyor system allows one worker to apply the adhesive, another to position the boards, teams of workers to turn the edges, and a final worker to wipe away the excess glue and pass the case on to the stage where the metals are joined to it.

Vinyl creates casemaking revolution

When vinyl became available as a cover material is was quickly perceived that electronic devices could be designed that would bond inner and outer sheets of vinyl together, along their four edges, and enclose boards between them to produce a handsome, durable case.

These heat sealing machines did not completely automate the case making process. For each individual case a sheet of vinyl had to be placed in a tray, the boards positioned on the sheet and a second sheet of vinyl put over them, before the heat sealing process was activated.

Various manufacturers went a step further and devised and marketed revolving loading tables for use with heat sealing machines. These tables permit a team of workers to prepare four or more trays so that the heat sealing apparatus can operate at its own maximum speed instead of being tied to the pace of the solitary hand worker that assembled the components of the case.

This speed-up is dependent on sound provisions for scheduling the flow of materials to the revolving table. The boards and the vinyl sheets cut from the roll (and stored for 24 hours before use to allow for the expected shrinkage) must be centrally available to the workers at the loading table.

Prospects for fully automated casemaking

A production line analyst would point out that too many hand and handling operations are still involved in making these vinyl loose leaf cases.

This has been clearly understood by equipment manufacturers. Several machines, in various stages of pilot operation, are aimed at achieving fuller automation. These prototypes, independently developed by such organizations as Faratron, Guild Electronics, Thermo Dielectric, and Willcox and Gibbs are designed to combine cutting the vinyl sheets and positioning the boards into one continuous-flow operation. The common features of these machines include 1) slitters that cut the vinyl to the correct case-width as it unrolls, 2) feeders that position the boards on the traveling roll of vinyl, 3) knives that cut across the rolls to make case-length sheets, 4) and the heat sealing device that completes the case.

From early reports it may be conservatively judged that machines of this type will shortly be available to automate vinyl casemaking.

The trend to automation of the decorative stage and of the assembly stage, where the loose leaf metals are integrated to complete the binder, will be reported in an early issue.

N. Y. BOOKBINDERS EVALUATE EUROPEAN EQUIPMENT

Report on automatic features in foreign binding machinery triggers lively discussion of U. S. and European methods

THE FIRST FALL meeting of the Bookbinders Guild of New York was held in the penthouse of the Hotel Piccadilly on the evening of September 13. The attendance was excellent despite the torrid weather.

The meeting was dedicated as "Old timers Night." Al Van Dolen, Van Rees Bindery, stood up, as representative of the old timers, to accept the applause and cheers of the membership. Tribute was paid to the stalwart qualities that had enabled these founding members to improve the reputation and status of supervisory-level bookbinders through the years.

Edward Sturmer, Publishers Bindery, president of the Guild, asked for a moment of silent prayer for Harold Monroe who had died during the summer.

The various committee reports were made and accepted. In discussing the Christmas party, it was suggested that conflict with the Craftsman party should be avoided by prior consultation on suitably spaced dates for the two affairs. Tentatively, the Guild's party will be either the second or third Friday in December.

New casemakers analyzed

Sturmer called on Gus Hoffman, Printing Industries Equipment, Inc., to introduce Kurt Lange, the main speaker of the evening. Lange, in charge of new machinery development for Kolbus, German graphic arts equipment manufacturer, described some recent machines of particular interest to edition binders.

Kolbus, he reported, has just marketed an automatic casemaker that has the unusual feature of being able to produce photographic albums that call for padded covers.

This new Kolbus small automatic casemaker has found very extensive utilization by various European governments since it seems well adapted to turning out passports. Lange cited that a number of these machines had been purchased by the English government for the same purpose.

Edition binding techniques compared

Before discussing other equipment, Lange pointed out a number of differences between the American and the European edition binding situation. In Germany, and generally in Western Europe, average editions are far smaller than in the United States. A sizable run for a German book would be seven thousand. Infrequently would an edition go above ten thousand; and 70 thousand copies would be considered a very large run. This difference and the difference in wage scales are the background for the slower development of automatic book manufacturing equipment in Germany. If, as he calculated, the hourly rate of a bookbindery worker is eighty five cents in Germany as contrasted with about four dollars in the United States, obviously much more work could be economically scheduled for hand operations in Germany that would be done by machine in the United States. And since the editions are smaller, again there is less reason to mechanize operations in Germany.

Despite the slow start, Germany is now manufacturing equipment for various stages of the book-making operation. A large automatic casemaker has been introduced by Kolbus that is like the familiar 3 wing machines. Its production speed is about 36 cases a minute; on books of the maximum thickness, it can handle three inches, its rate is 25 a minute.

A head-banding machine has been developed, but still requires some perfecting. It is similar to conventional head-banders and will be on view at DRUPA 1962.

A novel gluing off machine

Lange discussed in more extensive detail a gluing off and drying machine that avoided increasing the length of the equipment by sending the books through crosswise to the direction of travel. A traveling line of blocks was so adjusted that a block dropped from overhead on each side of the book to hold it firmly as it moved along to encounter the gluing off applicators and brushes. These blocks were automatically fed to adjust to the thickness of the books. It was unncessary to change the setting for the head to tail dimension of the books since the blocks held them centered on the moving belt for the accurate application of the glue.

Questions from the floor indicated a very keen interest in this machine. It was explained that the intention was to link the gluing off and drying to a conveyor belt that would take the books to the 3 knife trimmer. The unintentional adhering of books to one another (blocking) does not occur because the drying is adequate before the books leave the moving belt. Cold glue is used; the belt is about fifteen feet long, and six feet of its travel are devoted to the infra-red drying stage.

Lange could not specify the production speed, but reported that machines are being tested in four different binderies on books of varying thicknesses. He believed it would work out to about 40 books per minute on the average.

The books are jogged by an attachment before entering the gluing off stage. The gluing device starts at the center of the back and sweeps to one end, leads to the other end for full coverage.

NEW PROCESS SPEEDS GILDING

PROBLEM SOLVER: ANTI-STICK FLUID

David C. Kirk, Jr.

THE SCARCITY of skilled gilders and the ever pressing need for increased production at lower cost, have created a need for improved gilding procedures. As the relatively few skilled gilders have been forced to take short cuts, certain inherent troubles in gilding, such as sticking pages, have multiplied and are encountered with accelerating frequency as the pressure for faster production proves irresistible.

To help book manufacturers solve these gilding problems, the Research and Development Department of the Ecusta Paper Operations, part of the Packaging Division of Olin Mathieson Chemical Corporation, undertook a technical study of gilding. This research led to a better understanding of the gilding process, identified three major causes of sticking pages, and culminated in the development of an "antisticking solution" which helps the production-minded gilder make his speeded-up process more foolproof.

Description of Gilding

Gilding involves the application of gold leaf to the edges of a book, with an adhesive, under pressure, and requires a very smooth base surface. Sanding smooths the surface that has been nicked in trimming, and also has the effect of filling in the edges and ends.

Although sanding does help, the level of sealing brought about by sanding alone does not seem to be sufficient for most gilding operations. Hence most gilders apply some sort of sealer coat immediately after sanding.

This sealer coating must have just the right degree of water repellency when dry so that the aqueous adhesive solution applied over it penetrates neither too much nor too little during the application of the gold leaf. If the adhesive penetrates the edge to be gilded too quickly, little adhesive will remain at the surface to bond the gold to the paper. On the other hand if the adhesive penetrates too slowly, abnormally long drying times may be required before burnishing can be attempted, since wet burnishing strips off the gold leaf and leaves bald spots.

Adhesive drying factors

Having adequately sealed the surface, the adhesive is applied. The thin sheets of gold are floated on this wet film of adhesive. If the sealer coating and water-based adhesive are properly matched, the wet film will remain on the sealed surface just about long enough to apply several square feet of gold foil.

Since the relatively impervious gold leaf restricts evaporation of water from the surface, the adhesive must dry, essentially by diffusion of water into the book. Hence, if the sealer coat is too water repellent, drying of the adhesive may be greatly prolonged.

Three types of sticking

The generalized gilding process as outlined includes several points at which sticking of gilded pages can occur.

1. The first type of sticking results from any operation in which excess pressure is applied. If too severe a smash is given or if excessive pressures are used in the gilding press, sticking will occur. This first type of sticking appears to be caused by physical interlocking of two adjacent paper surfaces. It is mostly observed where felt side to felt side contact of the paper occurs.

2. A second type of sticking is caused by films being formed between adjacent sheets from chemical components in the sealer and/or gold adhesive. The large molecules from which the sealer and adhesives are made can form continuous films of considerable strength (akin to the polyvinyl acetate films used in book backings.) These films can tie several sheets firmly together at the edges.

The best solution to this type of sticking is to examine the concentrations, viscosities, and compositions of the sealer and adhesive, and to attempt reformulation.

3. Ecusta research uncovered a third type of sticking which is caused by the action of the burnishing stick on damp paper. If the paper is wet, burnishing will rub off the gold leaf; if the paper is completely dry, burnishing will impart a rich sheen to the gold leaf and have no tendency to cause pages to stick together. Unfortunately, practical time limitations do not always permit complete drying before burnishing. At the intermediate moisture levels encountered in practice, an adequate burnishing luster can be obtained but it may be accompanied by sticking pages. At such intermediate moisture levels, the paper fibers have become softened. Burnishing pressures act to weld these softened fibers, and thus the edges of adjacent pages, firmly together.

Having defined this third type of sticking, Ecusta scientists set out to find a way of successfully combatting it. Ecusta's extensive background in natural fiber technology and modification, as well as in water repellency aspects of the problem, were important assets in this search which proved long and difficult. The best laboratory formulation was rigorously proved in production. As a service to the gilding and book producing industries, Ecusta offers this production-tested formulation, which is currently used by several major gilders.

This antisticking solution developed by Ecusta Research functions by coating each fiber with a protective sheath that resists the softening action of the water and alcohols used. This easily applied and quick-drying solution can be used with almost any gilding process. It may be introduced before or after sanding. Not only does it reduce sticking caused by wet burnishing, it has been of help in moderating "film sticking." In some gilding processes it may even shorten drying times and thus speed up production.

David C. Kirk, Jr., of Olin Mathieson Chemical Corporation presents the results of an intensive program on new techniques for superior gilding.

BINDERY WAGE SCALE DATA

The current status of labor contracts with the International Brotherhood of Bookbinders for major cities in the United States is listed below. The information has been gathered from news releases, announcements in the press, reports by labor and management associations, and various other sources. Every effort has been made to provide an accurate and representative wage scale listing. Copies of the original contracts are usually available from the I.B.B. local, or from the printing trade association in the areas which compile data as a service for members.

City and Local Number	Date of Contract and Expiration	Hourly Rate Hours	Men	Women	Paid Vacations (Weeks)	Holidays
Akron, Ohio, No. 5	10/60— 9/62	40	$3.075	$1.68	1, 2 & 3	6
Albany, N. Y., No. 10	11/60—10/62	37½	2.92	1.72	2 & 3	7
Ashland, Ohio, No. 200	9/59— 9/61	37½	2.97	1.70	2 & 3	7
Athens, Ohio, No. 181	11/60—10/62	37½	2.96	1.80	2-4	7
Atlanta, Ga., No. 96	10/59—10/61	37½	3.182	1.735	2 & 3	7
Austin, Tex., No. 118	7/58—12/60	37½	2.90	1.75	2	5
Bakersfield, Calif., No. 117	6/61— 6/63	36¼	3.29	1.90	2	6
Baltimore, Md., No. 44	10/59— 9/62	37½	2.82	1.57	2 & 3	7
Bellefontaine, Ohio, No. 155	9/60— 9/61	40	2.40	1.70	2 & 3	6
Bloomington, Ill., No. 127	10/59—10/61	38¾	2.95	1.62	2	7
Boise, Idaho, No. 190	10/60—10/62	37½	3.13	1.785	2	6
Boston, Mass., No. 16	9/58— 8/61	37½	2.99		2 & 3	11
Boston, Mass., No. 56	5/58— 8/61	37½		1.745	2 & 3	11
Brattleboro, Vt., No. 109	1/61— 6/63	40	2.60	1.58	2 & 3	9
Bristol, Conn., No. 146	1/60— 2/62	37½	3.012	1.755	2 & 3	7
Buffalo, N. Y., No. 17-34	2/60— 2/62	37½	3.17	1.82	1, 2 & 3	7
Cambridge, Mass., No. 204	9/58— 9/61	37½	3.11		2 & 3	11
Charleston, W. Va., No. 202	11/59—11/61	37½	3.147	1.787	2 & 3	7
Chicago, Ill., No. 8	6/60— 6/62	36¼	3.35		3	7
Chicago, Ill., No. 26	6/60— 6/62	36¼	3.36		3	6
Chicago, Ill., No. 30	6/60— 6/62	36¼		2.035-2.077	3	7
Chicago, Ill. (B), No. 182	6/60— 6/62	36¼	2.214	2.077	3	6
Cincinnati, Ohio, No. 19	3/61— 2/63	37½	3.15	1.83	2 & 3	6½
Cleveland, Ohio, No. 36-124	10/60— 9/62	37½	3.308	1.94	3	6
Colorado Springs, Colo., No. 72	10/59—10/61	37½	2.96	1.515	1 & 2	6
Columbia, Mo., No. 153	1/61— 4/62	40	2.58	1.58	2	6
Columbus, Ohio, No. 47	5/61— 9/63	37½	3.37		1, 2 & 3	6
Columbus, Ohio, No. 100	7/61—10/63	37½		1.94	2 & 3	6
Columbus, Ohio, No. 234**	4/60— 3/62	37½	2.21	2.05	1 & 2	6
Concord, N. H., No. 131	4/60— 9/62	37½	2.859	1.656	2 & 3	8
Coshocton, Ohio, No. 6	6/60— 5/62	40	2.244	1.153	1, 2 & 3	6
Dalton, Ga., No. 161	9/59— 9/61	40	2.60	1.67	1, 2 & 3	5½
Danville, Ill., No. 171	2/60— 1/62	36¼	3.124	1.91	1, 2 & 3	7
Dayton, Ohio, No. 199	4/59— 4/62	37½	3.245	1.90	1, 2 & 3	7
Denver, Colo., No. 29-58	6/60— 5/62	37½	3.20	1.886	2	6
Des Moines, Iowa, No. 71	2/61— 3/63	37½	3.39	1.95	2 & 3	7
Detroit, Mich., No. 20	7/60— 7/61	35 & 37½	3.31	2.025	3	6
Dunellen, N. J., No. 126	8/60— 7/62	36¼	3.241		2 & 3	8
East Stroudsburg, Pa., No. 206	5/61— 4/63	37½	2.907	1.573	2 & 3	8
Elmira, N. Y., No. 215	9/60— 9/62	37½	2.94	1.72	2-4	8
Eugene, Oreg., No. 130	11/60—11/62	37½	3.30	1.98	2 & 3	6
Evansville, Ind., No. 98	4/60— 4/62	38½	2.765	1.55	2 & 3	3
Fort Wayne, Ind., No. 192	3/60— 3/63	37½	3.051		2 & 3	6
Fort Worth, Tex., No. 142	1/60—12/62	37½	3.08	1.667	2	5
Galveston, Tex., No. 50	10/59—10/61	40	2.825	1.685	1 & 2	5
Great Falls, Mont.. No. 101	10/59—10/61	37½	3.381	2.061	2 & 3	7
Hannibal, Mo., No. 123	10/59— 9/62	37½	2.45	1.67	1, 2 & 3	6
Harrisburg, Pa., No. 115	1/60—12/60	37½	2.98	1.617	3	7
Holyoke, Mass., No. 48	3/61— 2/63	40	2.451	1.992	2-4	9
Houston, Tex., No. 110	12/59—12/61	40	2.93	1.65	2	5

City and Local Number	Date of Contract and Expiration	Hourly Rate Hours	Men	Women	Paid Vacations (Weeks)	Holidays
Indianapolis, Ind., No. 53	11/58—10/61	37½	3.058	1.746	2 & 3	6
Jamestown, N. Y., No. 68	3/61— 3/62	37½	2.95	1.83	1-3	6
Jefferson City, Mo., No. 111	1/60—12/61	38¾	2.845	1.598	2	7
Joliet, Ill., No. 174	5/58— 4/62	40	3.075	1.45	1 to 4	7
Kansas City, Mo., No. 60	11/60—10/62	37½	3.247	1.866	2 & 3	6½
Kenosha, Wis., No. 129	4/61— 4/63	37½	2.58	1.71	1, 2 & 3	7
Kingsport, Tenn., No. 82	2/60— 1/63	40	2.955	1.805	1-4	7
Kokomo, Ind., No. 165	6/61— 5/64	37½	2.85	1.74	1, 2 & 3	7
Lafayette, Ind., No. 143	1/61—12/61	37½	2.936	1.774	2 & 3	6
Lancaster, Pa., No. 138	9/60— 8/62	37½	2.74	1.68	2 & 3	7
Lansing, Mich., No. 64	8/60— 7/62	38¾	3.11	1.85	2 & 3	6
La Porte, Ind., No. 70	4/60— 4/63	37½	2.78	1.705	2 & 3	6
Lebanon, Pa., No. 24	3/60— 3/62	37½	2.91	1.775	2 & 3	7
Little Rock, Ark., No. 75	5/61— 4/63	40	2.72	1.45	1, 2 & 3	5
Los Angeles, Calif., No. 68	8/59— 8/61	35	3.829	2.43	2	5
Memphis, Tenn., No. 172	9/59— 9/62	38¾	2.81	1.44	2 & 3	7
Miami, Fla., No. 11	1/60—12/61	37½	2.70	1.60	2	6
Milwaukee, Wis., No. 49	4/60— 3/63	37½	3.207	1.72	2 & 3	6
Monroe, La., No. 59	2/60— 1/62	40	2.455	1.60	1 & 2	6
Mt. Morris, Ill., No. 65	1/60—12/61	36¼	2.94	1.793	2 & 3	7
Nashville, Tenn., No. 83	7/60— 7/64	40	2.80	1.49	2 & 3	5
Newark, N. J., No. 62	10/60—12/66	36¼	3.235		3	10
Newark, N. J., No. 88	10/60—12/66	36¼		1.985	3	10
New Haven, Conn., No. 134	3/61— 2/63	37½	3.128	1.643	2-4	9
New Rochelle, N. Y., No. 116	4/60— 3/62	36¼	3.31	1.73	2 & 3	8
New York, N. Y., No. 25	9/60— 9/62	36¼	3.112		3	10
New York, N. Y., No. 43	10/60—10/66	36¼		1.973	3	10
New York, N. Y., No. 119	7/60— 8/66	36¼	3.379		3	10
New York, N. Y., No. 119, Div. A	7/60— 8/66	36¼	1.976		3	10
Niagara Falls, N. Y., No. 217	3/60— 2/62	37½	3.30	1.87	2-4	7
Niles, Mich., No. 158	6/59— 9/61	37½	2.59	1.60	1 to 4	7
Norway, Mich., No. 46	11/60— 1/63	37½	2.352	1.509	2 & 3	6
Norwood, Mass., No. 176	9/60— 9/62	37½	2.893	1.692	2 & 3	11
Oil City, Pa., No. 45	1/61— 6/62	40	2.80	1.625	2-4	6
Oklahoma City, Okla., No. 180	12/60—12/61	40	2.60	1.53	2	6
Olympia, Wash., No. 219	8/60— 8/61	35	3.628	2.402	2 & 3	10
Ottawa, Ill., No. 107	9/60— 9/62	40	3.065	1.962	3	8
Palo Alto, Calif., No. 21	5/61— 5/63	35	3.982	2.527	2 & 3	7
Philadelphia, Pa., No. 2	1/60— 7/62	37½	2.84-2.97	1.69-1.77	2 & 3	7
Phoenix, Ariz., No. 187	1/59— 1/62	37½	3.10	1.71	2	6
Pittsburgh, Pa., No. 73	2/61— 2/64	36¼	3.062	1.696	3	7
Poughkeepsie, N. Y., No. 13	5/60— 5/63	36¼	3.11	2.15	2 & 3	8
Quincy, Ill., No. 232	4/61— 4/62	40	2.372	1.34	2	6
Racine, Wis., No. 223	9/59— 8/62	37½	3.14	2.04	2 & 3	6
Raleigh, N. C., No. 39	10/60—10/61	40	2.188	1.42	2	5
Richmond, Va., No. 95	12/59—12/62	40	2.71	1.54	2	6
Rochester, N. Y., No. 80	11/59—10/61	36¼	3.331	1.890	2 & 3	7
St. Joseph, Mo., No. 179	8/59— 8/61	37½	3.03	1.78	3	6
St. Louis, Mo., No. 18	1/61—12/62	35	3.29		3	6
St. Louis, Mo., No. 55	1/61—12/62	35		1.85	3	6
Sacramento, Calif., No. 35	5/59— 9/61	35	3.857	2.439	3	8
Salem, Oreg., No. 213	7/60— 2/62	37½	3.16	2.00	2 & 3	6
San Diego, Calif., No. 40	5/61— 4/63	35	3.565	2.142	2 & 3	7
San Francisco, Calif., No. 31-125	2/61— 2/63	35	3.982	2.527	3	8
San Jose, Calif., No. 3	4/61— 4/63	35	3.982	2.527	2 & 3	8
Schenectady, N. Y., No. 15	8/60— 9/63	37½	3.15	1.875	2 to 4	8
Scranton, Pa., No. 97	3/59— 4/62	37½	2.947	1.789	2 & 3	7
Seattle, Wash., No. 87	9/59—12/61	35	3.757	2.27	3	7
Sioux Falls, S. Dak., No. 106	11/59—11/61	40	2.575	1.60	1, 2 & 3	7
South Bend, Ind., No. 196	11/59—10/61	40	3.19	1.74	2	7
Sparta, Ill., No. 210	1/61—12/63	40	2.56	1.495	1, 2 & 3	6
Spokane, Wash., No. 122	7/60— 7/62	37½	3.40	1.96	1 to 3	6
Springfield, Ill., No. 132	1/61— 1/63	38¾	3.12	1.86	3	7
Springfield, Mo., No. 237	1/60—12/61	40	2.584	1.41	1 & 2	6
Stamford, Conn., No. 41	2/61— 2/63	37½	3.12	1.773	1-4	8
Tacoma, Wash., No. 178	2/60— 2/62	35	3.843	2.356	3	7
Terre Haute, Ind., No. 197	11/60—10/63	40	2.52	1.54	2	7

BREAKTHROUGH IN ADHESIVE BINDING FORECAST WITH RADICAL CONCEPTS

Infra-red heaters and series of refrigerating units permit use of cold synthetic for production-line gluing

A NEW ADHESIVE and binding machine for the processing of adhesive bound books has been developed by the Hardbind Corp. of Brooklyn, N. Y. according to John Segreto, Pres. The new process had been developed to make possible adhesive binding with optimum binding strength and flexibility. A prototype model of the machine had been built and tested but unfortunately has been destroyed by fire. A new prototype is now under construction.

Production speeds on the proposed machine may be as high as 18,000 books an hour, Segreto believes. What is even more important is the contention that the process can be adapted to existing models of adhesive binders by in-plant adaptations.

The new process is based on three new developments: A thermosetting plastic adhesive, a series of applicators that apply the adhesive in layers; and a heated and refrigerated section that sets the adhesive.

NEW ADHESIVE

The new adhesive is classified as a cold synthetic. Its main characteristic is that it can be applied as a PVA or cold synthetic adhesive would be but that it reacts like an Epoxie. It is described as a thermosetting adhesive as opposed to the thermoplastic adhesive more commonly used. It acquires its liquid (flow) characteristic from chemicals within the compound; consequently, it has a very low water content.

In use, the adhesive behaves like an Epoxie when heated, that is, it generates its own heat and evaporates its own liquid content. After processing, it must be treated with a refrigerant to become permanently stable and inert. According to Segreto, temperatures ranging from 45° below zero to 200° above zero will not affect the adhesive.

APPLICATOR

The adhesive binding machine is similar in operation to most others, except for the applicator, which is designed to laminate succeeding layers of adhesive to one another. Segreto said that this method was necessary to provide a composite thick layer of adhesive for maximum strength while the individual thin layers provide greater flexibility.

The applicator works as follows: Four glue pots are attached in series and inter-connected by means of ducts or pipes. Roller glue applicators rotate in each glue pot and apply the adhesive to the backs of clamped books. Following each glue pot and applicator is an electric heater which skin dries each layer prior to the application of the next layer. The last layer is dried only to a tacky state for further processing.

The heaters used in the gluing operation are high intensity infra-red parabolic quartz elements with built-in reflectors and condenser lenses capable of transmitting and maintaining temperatures from 500° to 1800°. The heat output of these elements is controlled by a rheostat and volt meter synchronized to the main electronic components of the machine. The heat output is always keyed to the speed of operation.

An additional heater is used as a preheater prior to the gluing operation. This heater conditions the signatures by removing any moisture that may be present in the paper.

FINAL STEP

After the cover has been applied to the book, the adhesive is treated with heated pressure. This mechanism is composed of an endless fiber glass belting conveyor mounted on rollers. Incorporated with this is an hydraulic ram to apply pressure to the sides and backbone of the book. The fiber glass material is heat resistant and adhesive repellent. The hydraulic ram controls the amount of pressure exerted against the covers; in the event of an interruption in the operation of the machine, the ram automatically lowers the entire heating assembly to prevent burning of the books.

The heating operation fuses together the multiple layers of adhesive and forces the first layer of the adhesive to penetrate deeply into the signatures and pages. This pressure also irons or presses the backbones and eliminates all air bubbles. The heated pressure completes all necessary chemical changes in the adhesive and evaporates all moisture present. The result, according to Segreto, is a homogeneous, soft plastic film that firmly secures the pages of the signatures to one another and to the backbone of the book.

In order to stabilize and to set the adhesive, the book then passes through a cooling stage. This mechanism is almost a duplicate of the heated pressure unit except that refrigeration units replace the heating elements. The unit is specially designed to maintain temperatures from 45° to 150° below zero. Its function is to contract the adhesive molecules and to set the adhesive in its final state, an inert film of plastic.

PRODUCTION DATA

The high range of temperatures made possible by the elements in this machine combined with the new adhesive make possible reported production speeds up to 18,000 books an hour. In addition, the heat-pressure combination provides a means for impregnating the individual signatures with the adhesive to a depth heretofore unattainable.

This method also provides a means of setting and curing the adhesive in the shortest possible time under optimum control conditions. Pressure and refrigeration both are maintained while the backbone is in a perfectly flat and square position to insure that the flexible film of plastic will hold the pages of the book securely together and permit optimum flexing under all conditions of normal use.

ADHESIVES:

IN EDITION AND PAPERBACK BINDING

The various stages of book manufacturing must be matched to the characteristics of the available adhesives

SEVERAL VARIETIES OF adhesives are essential in the construction of a book, whether it be thread sewed, wire stitched, loose leaf, or mechanically bound. In addition there are the wholesaled paperbacks which are entirely bound by an adhesive on Sheridan and similar equipment, and a growing number of books whose pages are adhesive bound but which are then cased into hard covers by conventional means.

The search for an "all-purpose adhesive" which is suitable for all or most operations and for all or most machines continues. As the variety of production conditions, operating speeds, paper stocks, and other factors continues to grow, the possibility of finding such an adhesive becomes more remote. It is therefore necessary to study each operation and process to determine the various problems which might be encountered and the best adhesive to use. In book manufacture adhesives are used most extensively in adhesive binding, casemaking, gluing off, and casing in. Important considerations in the use of adhesives in each of these fields may be summed up as follows:

Adhesive binding: paperbacks

The fact that one machine can serve several binding functions makes the adhesive binder (such as the Sheridan Perfect, or the Martini) of great value, particularly in the production of paperbacks. These machines usually have four stations which supplant several steps in book manufacture from sewing to building in. These stations are: the milling, or grinding station where the backs of the gathered signatures are milled off and where a rough edge for proper application of the adhesive is prepared; the adhesive applicator; the covering station; and the nipping station. The adhesives used must be strong, to hold the individual pages to one another and the cover to the book; and flexible to withstand the severe flexing that takes place under normal usage.

The more important properties of adhesives for adhesive binding of paperbacks include:

- Adequate heat stability
- High tack
- Fast setting
- Low viscosity
- Flexibility
- Strength

Most binders would like to see the development of an adhesive with all these characteristics, but, to date, they have had to be content with a compromise arrangement because some of the characteristics tend to exclude others. For example, maximum strength can be obtained only by increasing the depth of the adhesive application; but this also has the effect of reducing flexibility.

Three different types of adhesives are used on adhesive binders: animal glues, hot melts and resinous adhesives.

Animal glues in book making are primarily hide glue formulations to give maximum gel strength and flexibility. They have a relatively slower tack and drying speed, however, so they limit the production speed of the binder. Consequently, they have been supplanted to a large extent by synthetic adhesives in binding paperbacks. For catalogs, telephone books and other large volumes, animal glues are still widely used, especially when reinforced with crash.

In adhesive binding hot melts probably have the widest use because they tack very fast, with great strength and dry rapidly enough so the books may be trimmed as they come off the binder.

Animal glues are the traditional adhesive used and most older machines were designed for them. As the other types were developed, binding equipment was modified to permit their use. These older machines can be converted to hot melts by adding a hot melt applicator capable of maintaining the melt at 250°—350°F. The cost of this conversion is minor in comparison to the savings made possible by increased production speeds.

The strength of the hot melt bond is directly proportional to the width of the adhesive layer. But, the wider the layer, the lower the flexibility. Many binders have solved this problem by using two adhesives; the first with a high capillary action which is quickly absorbed by the paper and which imparts strength to the bond between individual pages; the second, a thin layer of hot melt to which the cover is attached. This practice is said to increase strength as much as 50 percent without impairing flexibility.

Resinous emulsions are gaining some use in adhesive binding applications primarily because they require no heating and because their low viscosity makes possible even higher production speeds. Emulsions have good penetration because they are applied as a liquid, but tacking and drying speed have been slow. Experiments with dielectric drying, however, have showed that this need not continue to be a handicapping factor.

Adhesive binding: hardbound

Adhesive binding is also used to some extent in general trade books which are cased in after the adhesive has bound the pages together. The paper covering portion of the machine is converted to apply endpapers and crash, which have been assembled elsewhere, as a type of pseudocover. The book is then cased in on conventional machines. Various machines that do adhesive binding through different methods are the Flexiback, Sulby Bindmaster, the Ehlermann and the Sheridan Perfect Binder.

Edition binding requirements

In the manufacture of the average trade or textbook, adhesives are used in several different operations: casemaking,

gluing off, lining up, casing in, tipping, and pasting during the sewing. Each of these steps requires a different adhesive formulation.

Casemaking

The traditional adhesive for casemaking has been an animal glue of the bone type. Bone glue, as a rule, has greater rigidity than other types of adhesives and thus affords a better base for such subsequent processing as stamping. Such formulations are still widely used.

The development of newer synthetic fabrics for casemaking has required development of suitable synthetic adhesives to process them. This, of course, has placed a terrific burden on the binder to make sure that the adhesive and cover stock are compatible. It becomes necessary to test each job to insure that the plasticizer in the adhesive will not leach out and attack the fabric.

Gluing off

Adhesives used for gluing off must have great flexibility to withstand rounding and backing, and strength to support the book when it is trimmed. For this reason, animal glues with hide formulations are widely used. Other characteristics of good gluing off glues are: penetration to the point of making a good bond between signatures, but not so deeply as to make pages difficult to turn;and great strength so that a thin coating will hold round.

The use of animal formulations in gluing off has a disadvantage in that the books can not be rounded immediately after gluing off. Consequently, where the book must be rounded immediately after gluing off, synthetic formulations are finding wider usage. Again, when synthetics are used it is necessary to be sure of compatibility.

The adhesive must be applied carefully during the gluing off process. The best rule is to set the applicator to apply the thinnest coat which will cover the back completely. In many cases, a dye is added to the adhesive so that uncoated spots will show up immediately.

Lining up

Lining up, or the process of applying crash and back lining to a book, requires an adhesive that will adhere perfectly to whatever type of glue was used in the gluing off operation. Additionally, it must have comparable flexibility to eliminate undue strain between the layers of adhesive; and high resiliency so the book does not go out of round.

Glues for lining up must tack quickly—in one second—because the lining strip is applied directly after the adhesive.

Casing in

The prime requirement of an adhesive used in casing in is that it must not set too quickly so the book can be squared. For this reason, paste type adhesives are used exclusively. Prior to the development of the building in machine, flour and water pastes were used, but now polyvinyl acetates are more common.

The development of synthetic covering materials such as pyroxylins and vinyls led to difficulties in finding a suitable solvent to penetrate the material and make a bond. The continuing development of synthetics makes it necessary for the binder to test his adhesives carefully for adequate bonding before a production run.

Synthetics

Judging from the advances made in adhesive technology in the past few years, it seems clear that the future will see development of a synthetic adhesive to bond coated stock satisfactorily, that drying times will decrease to permit faster production and that synthetic fabrics and coatings will play a larger roll in the production of both adhesive and case bound books.

This means that the binder will have to establish a program for testing these newer developments in his plant to insure a satisfactory finished product. It also means that adhesive technology will be too specialized to permit casual solution at the plant level of sudden production difficulties. A planned program of testing, coordinated with consultation with the manufacturer and his field representatives when adhesives must be modified, will insure satisfaction for the binder, the publisher and the book buyer.

CONSULTANTS BUREAU OPENS COLD TYPE PLANT

Publisher of scientific books and journals, the Consultants Bureau Enterprises, Inc., New York City, is expanding its cold type production facilities by establishing a plant on Martha's Vineyard, Mass. Besides handling the overflow of composition work for the Bureau and its affiliate, Plenum Press, production services will be offered to financial and industrial companies, utilizing IBM electric typewriters, Justowriters, Varitypers and Fotosetters.

PRINTING WOMEN HEAR JOAN DE MARIO DISCUSS PRODUCTION PROBLEMS

The New York Club of Printing Women held its first meeting of the new season at the Brass Rail on September 5. Highlight of the program was a novel approach to production problems offered by Joan De Mario, calling on her varied experience with periodicals, and illustrated by a typical crisis in her recent work for the Gernsback Library.

A striking cover design was required for a book already on press. Twelve sketches by two artists had all been rejected. At the last moment, Joan, shifting from production manager to design consultant, analyzed the strong impact of the design on the dress she was then wearing. With the artist, she developed a unique concept based on that motif, and the resulting design was accepted and produced—to the delight of the publishers and, it is hoped, the male readers of the electronic test.

William Stern has resigned as head of the New York Public Library's Binding and Processing office to become general manager of the Albert Berger Company, library bookbinders. His successor has not yet been appointed.

The Plimpton Press of Norwood, Mass. and LaPorte, Indiana, has announced the opening of a sales office in Chicago, at 105 West Adams Street. Ted Noel will be in charge of the office. He has been Midwest sales representative for American Book-Stratford Press, and had previously been with R. R. Donnelley & Sons.

Cameron Beckwith has been named general manager of the Cuneo Press, Kokomo, Indiana. He was formerly assistant to the vice president of manufacturing and letterpress coordinator.

COVER DECORATING TECHNIQUES

STAMPING

INDIVIDUALITY and charm are effectively added to a book cover by *stamping* titles and designs in gold or other metals. Stamping as a method of decorating has made great strides since the days when fragile gold leaf was painstakingly positioned and then carefully pressed into place by time-consuming hand operations.

By contrast, presses now utilize rolls of foil and controls that are pre-set for heat and duration of the pressure, to achieve quality work on a production line arrangement.

The scope of stamping

Stamping is sometimes called dry printing since it is a relatively simple method for imprinting a pattern, or words, on book covers. The three elements are the die, the metal or pigment to be applied, and the press that forces the metal against the cover in the design of the die. This technique is often used to supplement embossing, silk screening, or other cover decorating techniques. By itself, stamping is generally used to brighten the cover with a title in gold, silver or aluminum foil on front and spine. Frequently a crisp logotype and a simple design involving straight or patterned lines, are simultaneously stamped to enclose the title or to integrate the large bulk of undecorated areas.

While gold is most often used in stamping, the lighter colors of silver or aluminum are called on for contrast and impact when the basic shade of the cover is black or dark. Modern stamping foils include black and very dark shades when the reverse contrast is desired.

The art of the die

Essential to stamping, whether by hand or machine, is the preparation of the die that will imprint the title or design. Generally the art work for the die is designed by a commissioned artist or the publisher's staff. Traditionally the die is made of brass. Heavy brass is relatively expensive and must be engraved and routed by a craftsman who knows the amount of metal that must be cut away to give the proper imprint, without blurring the details at one extreme, or cutting the cover material at the other.

Experiments and use-tests have established the limitations of other metals for stamping dies.

Zinc is considered poor for foil stamping. Even when restricted to ink stamping, zinc dies must be of extra heavy metal and deeply etched. They have proved so brittle as to break easily on such obstacles as dried spots of paste; they wear quickly and are therefore unfit for long runs.

Copper dies have similar etching problems but do have a place when used for ink stamping on smooth cloth.

Magnesium deep-etched dies can be hand mounted to close specifications more easily than brass dies. The final cost of magnesium dies is perhaps half that of brass dies. Increasingly, more binders report satisfactory performance of magnesium dies, although others still regard them as disappointing.

When the cost of the die is an important element in planning for stamping, it may be advisable to investigate the possibility of using magnesium or other dies. The length of the run, and the complexity of the die pattern must be discussed explicitly since the conservative binder will undoubtedly recommend brass dies in most instances.

Die design potentials

The customer or his production manager may want to back-stop his designer of the die by foreseeing the difficulties and economies in the actual operation of stamping. With all due respect to aesthetics, it must be remembered that:

Thin lines, hair line connections and similar subtleties tend to break down on the press, even in the best dies.

Alternatively, sharp edges and corners tend to cut through the metallic foil, drag the roll feeding arrangement and even damage the cover material.

Half-tones are almost impossible to stamp satisfactorily on production line runs.

Plan the design to minimize the width or depth of the foil for each stamping. The charge is for the area of foil used, not the area actually stamped on the cover. (See example)

A—economical	B—extravagant
X	X
Y	Y
Z	Z

Presses and Roll Feeders

Equipment for metal foil stamping is available in three categories: bench models, standing and platen presses, and specially adapted presses. These are generally furnished with controls that can be set for the desired temperature, the proper pressure and the optimum dwell, (duration of the pressure) to assure adequate adherence of the foil to the cover materials.

The roll foil feeding devices provide for one or more simultaneously fed strips of foil that advance to cover the stamping area at each stroke of the press. Production speeds range from 1,200 to 3,000 impressions an hour.

Foil is four ply

The contemporary rolls of foil that replace the traditional gold leaf, are essentially homogeneous films of gold (or silver or aluminum) on an acetate or glassine sheet. Sizing is placed on the exposed surface of the gold. A releasing agent is also added.

In the stamping process the metal foil is fed with the carrier side uppermost, facing the die. The heat of the die 1) melts the releasing agent, thus freeing the gold, and 2) activates the sizing. The sizing hardens as the die lifts away, thus adhering the gold to the cover.

OVERSEAS TECHNIQUES IN LIBRARY BINDING

Unusual European rebinding methods and materials suggest new ways of increasing bindery output. Here are ideas which can be profitably adapted to American production needs.

BEFORE we begin to consider the approach to rebinding in Great Britain, it is necessary to look at the structure of our industry and that of our customers, as otherwise it is likely to lead to misunderstanding. We have a library binding section of the British Federation of Master Printers. But it is not a full time active body like the American trade association, and tends to restrict itself to the review of labor and specific problems before it. Meetings are very infrequent. It is a rather small section as there are not more than six library rebinders of national note throughout Great Britain and rebinding is carried out on a local basis. Our customers cover not only Great Britain, but also many overseas territories including all parts of Africa, Australia and even Singapore.

Work complement

The labor position in our own industry is rather strictly controlled by the Trade Union, not only on demarcation of male and female operators, but also on the intake of apprentices and male duties. Attempts are repeatedly being made by the employer organizations to break through the restrictive practices which exist, examples of these are punching, trimming, rounding, jointing, board squaring, spine lining, Intertype, blocking, casing in,, pasting down and pressing. All these are deemed to be male operations, although experience in past years and the war emergency period has proved that a number of these operations are more amenable to trained female operators.

Kenneth J. Atkinson, plant manager of Dunn & Wilson Ltd., Falkirk, Scotland, has had extensive experience in dll aspects of library binding operations in England. Recently he toured the United States and discussed new bindery methods with Library Binding Institute members and with various groups.

Our largest customers, the county and public libraries, have their library association, but this concerns itself more with the academic side and has never lent itself to the establishing of standards, since each library preferred to choose its own specifications. While the Library Association has its Annual Conference at which provision is made for the exhibition of Library Rebinders, Booksellers and sundries, no paper has ever been delivered on the merits or problems of our industry.

Methods and materials

Each library therefore is an individual customer demanding special attention to its requirements in treatment of lettering of title, author and class marks. While oversewing is the accepted method of sewing a book in this country, in Great Britain it is used in exceptional circumstances where saddle sewing is not practical. Libraries have a definite prejudice against it, sometimes even insisting that it not be used under any circumstances. The main objection has been that the book does not open to the back and therefore lie flat like a saddle sewn book.

Endpapers which are prepared by joining two pieces of cartridge paper with a strip of calico and adding a cartridge paper with a 1" flap on one edge, are placed inside the book before it starts its journey around the bindery, the book and endpapers are given identity codes peculiar to each library, class marks and any other peculiar instructions are also added to the endpapers to obviate the opening of the book at later processes.

Rebinding technique

In preparing books for rebinding they are stripped (termed "taking down") into their sections which are then reinforced by lining the center and outside of the section with white manila pregummed tape. This process is carried out by hand—lining machines for books which must have only a minimum of linings because of harder types of paper which would produce too great a swelling on the back of the book. Automatic lining machines which line the center and outside of the section in one operation are used for books with softer papers such as cartridge, etc. Where there are plates these are guarded around the section. Folded maps and diagrams are mounted on linen or paper according to specifications by the library. Before books are passed for sewing, any patching required along the binding edges is carried out.

At the sewing operation the endpaper is placed on the saddle of the machine first and sewn, followed by the sections of the book, and lastly, the rear endpaper. The book is sewn on tapes. As the book is completed it is cut away and the loose threads secured, a process termed "casting off." Terylene thread has been used for the past six years which helps to reduce the swelling and is much superior to the traditional linen thread which added to bulking the back of the book. The tapes are cut to the width of the flap of the endpaper and pasted down on to it. At this point the endpapers are secured by white manila tape in addition to the sewing to the first and last section.

The books at this stage must have the swelling, which has been produced through reinforcing and sewing, reduced and this is done in a book smashing machine. Collation is now carried out to determine that the pages, plates, etc., are in their correct place and sequence. At the same time the collators place signals in the books to indicate where face patching of the book is required also where print is in close proximity to the edge of the book, so that the guillotine operator can keep these books to one side.

next month: special techniques

SPECIALTY, SERVICE & ADVERTISING INCREASE SALES 600%

SERVICE, DIVERSIFICATION in specialty bindery products and advertising can increase a binder's business by 600 per cent. This was the dramatic story, based on personal experience, as told by Alfred Erikson, vice president of Cann-Erikson, Inc., Wilmington Del., bindery. Interested listeners were the members of the Binders' Group of the Printing Industry of Metropolitan New York (PIMNY, formerly NYEPA), at its first meeting of the new season.

Erikson's brightly illustrated presentation began with a step-by-step analysis of how his bindery had grown from one Cerlox binding unit to its present two-floor operation incorporating all facets of mechanical binding, vinyl heat sealers, loose leaf metals work, etc. His secret, he said, was service, imaginative selling, and advertising.

Erikson pointed out that his was the only bindery in Wilmington, a fact that, on the surface, might account for its growth. He emphasized, however, that he was in direct competition with binderies as far South as Washington and as far North as Boston. Besides, Philadelphia, with its complex printing industry, was only minutes away. Consequently, his first step in beating the competition was to offer his customers service they couldn't get from the more distant binderies. This meant organizing the plant to give overnight service in many cases; on large orders, partial fulfillment was immediate with the balance in ten days.

Imaginative selling is vital

It was pointed out that having available every specialty bindery item was less than half the battle of building a specialty business. Of prime importance were: 1) developing a "can do" attitude in the face of seemingly insoluable problems and 2) anticipating the needs of the customer.

An example of the first point was the firm's entering into loose leaf production. In December, 1958, a customer approached Erikson with a rush order for 15,000 vinyl loose leaf binders. Though the bindery did not have a heat sealer at that time, the order was accepted. A heat sealer was immediately purchased and Erikson and his bindery foreman flew to a plant doing vinyl production to learn the process. After a day of trial-and-error, they were producing acceptable vinyl covers. The order was finished with days to spare and Cann-Erikson was in the vinyl heat sealing business. Its success is indicated by the fact that the firm did $33,000 worth of vinyl work the first year the equipment was installed.

A vital part in building business, Erikson said, is anticipating the customer's needs before he himself is aware of them. In selling an advertising presentation, for example, it is quite possible that an order for easels, on which the salesmen can mount the presentation, can be obtained simultaneously. This not only means extra business; it means customer satisfaction and good will.

Advertising pointers

A point where many binderies are lax, according to Erikson, is in advertising their products and services to their customers. He said that Cann-Erikson used a nine-step advertising program to insure that its customers were aware of every service it offered. These steps are:

- Direct mail
- Printed scratch pads
- Vinyl memo pads
- Catalogs
- Business and trade paper advertising
- Personalized shipping cartons
- Billboards
- Conventions
- Newspaper space

"We feel advertising is worth every penny we've put into it," Erikson said. "Cann-Erikson Bindery is a household word around Wilmington, a fact that brings us business from the most unlikely quarters. For example, our business with the school system, both through the teachers and the board of education, can be traced directly to our advertising program."

After his discussion, Mr. Erikson passed around samples of his firm's advertising. Floor comments stressed that Cann-Erikson deals directly with corporation customers, and that his program was excellent for that type of work. It was felt that a slightly different attack would be needed in New York, where many of the binders work with printers and may never come in contact with the purchaser of the completed job.

New bindery classes

Sam Brown, executive secretary, announced that the Binders' School, a program of the Binders' Group of PIMNY, will open October 16 and will meet Monday nights at 6 P.M. David Kass of the Trade Bindery, Inc., will conduct the two hour sessions that will deal with all aspects of binding and bindery equipment. It was suggested that all junior employees, estimators and office help avail themselves of the schooling.

A committee was formed to explore arrangements for the Group's 25th anniversary celebration in 1962.

WHAT'S NEW IN SUPPLIES AND EQUIPMENT

Want More Information?
Circle Reference Number on READER SERVICE CARD (facing back page)

23" and 36" Buckle Folders Added to Cleveland Line

New sizes in two models of the Dexter (Cleveland) folder line have been announced by the Dexter Co., Div. of M-G-D. The model RS-36 is in all respects like the model RS with Hitch-Hiker, except for its ability to handle a wider sheet in the parallel section. It will manage a 36 x 46" sheet for right-angle folding, and 36 x 62" for work folded parallel only.

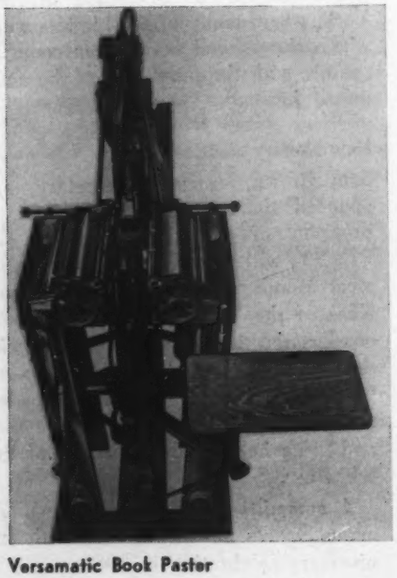
The new "00-23," which can accommodate sheets to 23 x 28", will replace the regular 00 model which has been discontinued.

According to Dexter vice president and sales manager A. E. Peckman, the sizes were selected to facilitate the handling of sheets from newly popular press sizes. • *562*

German Folders Available Locally

Combination buckle and knife folding machines built by the West German firm E. Bickel are available in the United States through the Preci-Matic Corp. Thirteen models of the folding machines are offered to handle sheet sizes ranging from 13¾ x 25½" to 29 x 42½".

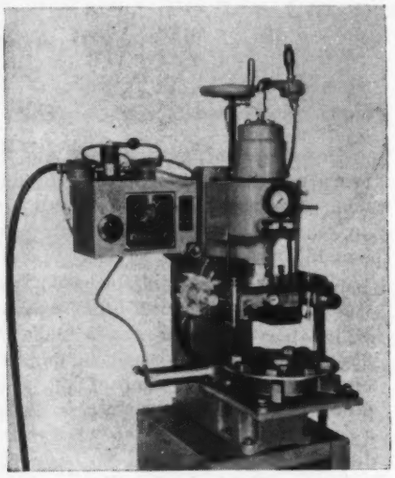
Advantages claimed by the manufacturer of the machines are: they can produce cross folds by knife at no reduction in speed; they are compact; and production of folded pieces increases as the sheet size decreases. All machines are equipped with a pair of knife spindles for perforating, slotting and cutting. • *563*



Versamatic Book Paster

Simplified Hot Stampers Marketed

Two models of air-operated hot stamping machines, said to be so simple to operate that unskilled labor may be used, have been marketed by Apex Machine Co. The EA-12, has a 6 x 6" stamping area and a 5000 lb. cylinder, while the EA-10, has a 4 x 6" stamping



area and a 2000 lb. cylinder. Accessories include rotary turntable, flatbed, slide table or automatic feeding. Marking is from brass or steel dies or type. • *564*

Versamatic Book Paster for Short-Run Casing-In

The Versamatic book paster, a machine designed specially for library binding, but equally suitable for short-run applications when other types of casing-in machines are not feasible, has been developed by the Oversewing Machine Company of America.

The Versamatic will handle books ranging in thickness from ⅛" to 4½", up to 14½" long and 12" wide. It will process varying sizes in continuous operation. The applicator is designed to control paste quantity on end-leaves and to make a heavy deposit in the joints. The machine is pneumatically powered. • *565*

Machine Coated Letterpress Paper Developed by Westvaco

West Virginia Pulp and Paper has announced the development of Sterling Print-Gloss Snowtone, a machine coated letterpress enamel paper. The Snowtone shade was developed as a result of basic research in the areas of consumer color preferences. • *566*

Camera-Processor for Automatic Handling of Line Copy

A camera-processor for copying paste-ups, typewritten pages, black and white art and ruled form work used in offset and book publishing, has been marketed by the Imperial Type Metal Co.

In operation, original copy passes between a pair of guides into the feed head and past a light source. The light is reflected from the copy through a slit aperture to assure sharp negatives. Sensitized paper or litho-type film is exposed as it moves past the aperture at a speed synchronized with that of the original copy. The exposed sensitized material then passes to the developing tank of the processor unit. • *567*

New Plastic Binding

Plastic bindings ranging in size from ¼" to ½" in "wide back" style and from 3/16" to 7/16" in "slim back" style are being produced by the Nineteen Sixties Corp. Other sizes up to 1¼" diameter are to be added shortly.

The bindings, with rings on 9/16" centers, feature a new "offset" ring tip design to facilitate assembly of bound material. Lengths from 3 ring (1⅝") to 90 rings (50") available. • *568*

Vinyl Decorating Method

Electrocal, a new vinyl marking and decorating process, has been announced by Electrocal, Inc. Electrocal is essentially a transfer process, by which a pre-printed logotype, trade mark or other multi-colored decoration is sealed to a binder or cover by a conventional electronic sealer. The main advantage claimed for the process is that the colored design becomes a part of the vinyl itself and remains virtually permanent and scuff proof. • *569*

25 x 38" Single-Color Offset Press

Full-scale production on the Model 138, a new single color 25 x 38" offset press, has been announced by Harris-Seybold, div. of Harris-Intertype. The press is expected to find wide application for book work because its sheet size will handle multiples of 6 x 9", 8½ x 11" and 9 x 12".

The press features an under-register feed roll system using spring-loaded upper feed rolls and driven lower feed rolls which accelerate the sheet from the front guides to an "over-fed" position against the gauge pins. • *570*

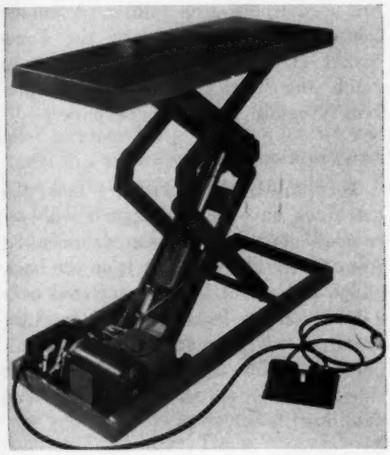
Continuous Feeder for Sheet-Fed Presses

The "Air Sword" continuous feeder for sheet-fed presses has been announced by Harris-Seybold, Div. of Harris-Intertype Corp. The feeder eliminates the need for rehandling stock when changing the lifts of paper.

The "Air Sword" support principle utilizes a number of tubular rods containing air jets. Air, forced through the jets, "lubricates" the rods with an air film to facilitate insertion between a remnant pile and the skid. The rods then support the pile, which continues to feed into the press, while the empty skid is lowered and a new skid brought into freeding position. • ***571***

One-Ton Scissors Lift

The American Manufacturing Co. has introduced two models of a one-ton scissors lift—one stationary and one



equipped with roller bearing phenolic wheels and jack handle. The units operate from a ½ h.p., 110 volt, hydraulic pump. Up and down foot controls activate the lift.

Two platform sizes are optional at no extra cost—18 x 42" and 24 x 48". The units have 36" vertical travel and 6" lowered height. Up travel time is 35 seconds when fully loaded; down travel is ten seconds. • ***572***

Packager Wraps Books in Film

Versapak, a contour packaging machine that overwraps products with shrinkable film, is being marketed by the Versapak Film and Machinery Corp. The machine automatically covers such products as books, loose leaf fillers, record albums, etc., with transparent shrinkable film. Perimeter seals of hairline thickness are made on four sides of the package, which is then conveyed through a shrink tunnel. It emerges four seconds later, snugly encased in film that has shrunk to fit. • ***573***

New Product Literature

R & B Hydraulic Book Nipper

A comprehensive descriptive folder on the R & B hydraulic book nipper is available from the David W. Schulkind Co., Inc. The illustrated booklet outlines all technical information as to the equipment's operation, optional features and specifications. • ***574***

New Data on Univers Type Face

American Type Founders is making available literature on its new Univers type face to members of the typographical design field. The offer is part of a program to distribute current information on advanced typographic design. Inquirers will receive information regularly. • ***575***

Collator Valve Described by Automatic Switch Co.

A new three-way solenoid valve designed to eliminate paper lint clogging when providing vacuum to the activator of collating machines is described in Publication V5145 by Automatic Switch Co. In operation, the valve alternately supplies and breaks vacuum to the suction cups on the collator. • ***576***

Chemco Issues New Catalog

Chemco Photoproducts Company has released its "Film, Supplies and Equipment Catalog 561." The 100 page book contains a 32-page green text section listing more than 600 film and supply items. A 60 page white text section details more than 200 equipment items for gallery and platemaking departments. Products of nearly 100 manufacturers are listed. • ***577***

News Notes

E-Z Machine Corp. has announced the appointment of David W. Schulkind Co., Inc., as the exclusive Eastern distributor of its E-Z automatic index-tab cutting machines.

•

Two regional managers of sales of book publishing papers have been been named by Crocker, Burbank Papers Inc. Andrew M. Beckwith becomes manager in the Greater New York area and Thomas Reed becomes manager in the Chicago area.

•

Merle Kirstein and Robert J. Dotson have been named sales manager and assistant sales manager respectively of the Chandler & Price Co. according to Walter P. Moak, president.

Andrew P. Moore, Jr., who has twelve years experience in web offset sales, has joined the George Hantscho Co., as general sales manager.

•

The Wausau Paper Mills Co. has announced completion of its expanded finishing, assembly and shipping facilities. The expansion covered two years and cost more than $4 million.

•

Metro Adhesives, Inc., has been newly founded as an affiliate of Hudson Industries Corp., a producer of animal glues. The new company will manufacture adhesives for bookbinding, paper converting and general laminating operations.

•

Alex Mann has been appointed sales manager of the Boltaron Division of The General Tire & Rubber Co. He succeeds Ralph Gibson who resigned to take another position.

Theodore Niggli

Alex Mann

Theodore Niggli, general manager of M-G-D's International Company division, has been elected a vice-president of the parent corporation.

•

Raymond H. Herzog has been elected vice-president of Minnesota Mining & Mfg. Co. and Edward J. Kane vice-president of its Printing Products Division.

•

Dewitt G. Mitchell has been named sales manager of the Machine Knife Division of the Simonds Worden White Co. In his new capacity, Mitchell will be responsible for directing all foreign and domestic sales and distribution of the machine knife product line.

•

The Hobbs Mfg. Co. has announced that ground has been broken for its new 42,000 sq. ft. plant in Worcester, Mass. The company will expand its product lines in cutting machinery, die presses and center shaft winding machinery.

•

Kurtz M. Hanson, President of Photon, Inc, has announced that Vincent B. Morrison, Jr., has joined the company as an applications engineer and field representative in the sales division.

CANADIAN-U. S. CUTTERS

continuedf rom page 70

It was pointed out that the dual conical drive reduces knife bar linkage to the absolute minimum (2 points on each bar). In addition, the design allows for what The Lawson Company calls "shear slot-line pull"—the pull is directly inline with the shear slot on the cutter. The pull bars are fastened to the knife bar right on the line of the cut.

Rigid, box-type clamps are provided on all the new Lawson Pacemaker II Cutters. Long full height clamp guides (gibs) help to ensure long lasting dependability. The clamp cylinder is located inside the hydraulic tank which is easily accessible from the front of the machine. Anti-friction and sealed-in bearings which require no lubrication are used wherever possible. (A unique house cleaning feature of the Pacemaker II is a cast-in run off tray to catch any lubrication leakage or prevent possible hydraulic seepage.)

Easy, safe operation

To simplify the operator's task, the machines have been designed with all controls conveniently located under the front table. The distance from the back gauge to the cut line is projected onto a large screen located at eye level on the front of the machine and is graduated in 64ths. Large size super-finish side tables are provided to make load handling easier.

To be introduced regionally

The new Lawson Pacemaker II line will be demonstrated in different sections of the country in the next several months. It will be demonstrated at the Midwest graphic arts exposition in Milwaukee early in November and in October may be seen at the firm's Los Angeles and New York showroom.

Pointing out the unusual benefits to the American economy of this new venture, Mr. Abrams stated, "Our company gets back into world markets, thereby, substantially increasing our distribution and taxable income. By using nearly all U. S. operating parts, we are providing our present suppliers with additional business. There have been no decreases in our corporation's labor force because expanded business in other MGD products has taken over the production space formerly occupied by our cutter line. And most important, the American graphic arts industry benefits from our increased cutter manufacturing volume by being able to buy more suitable 'American' production equipment at a lower price."

YEARBOOK PRODUCTION SPEEDS EXPANSION

SPECIALIZATION in yearbook production and similar lines has been so rewarding for the Hannibal, Missouri division of the Western Printing and Lithographing Company, that is has expanded twice in less than a year to fulfill its assignments.

Complete description of the changes were widely publicized in the July 1961 issue of Western's house organ, the Westerner.

The second expansion, a 30,000 sq. ft. addition, was completed in mid-February so that the move into the new area could be finished before the peak of the 1961 yearbook printing and binding season.

The additional 30,000 feet brings the total floor space of the Hannibal Division to 94,600 square feet.

Expanding product lines

Substantial increases in both yearbook and commercial printing work necessitated this addition as well as the 20,000 square foot expansion completed in July, 1960.

In the area of new products, Hannibal has recently added a production line for printing, perforating and finishing trading stamps, an operation transferred to Hannibal from Western's Poughkeepsie Division. Similarly, there is also another production line to handle the printing and assembling of reading and spelling kits. These materials are published for schools throughout the country by Science Research Associates of Chicago, Ill. The facilities for both of these operations have been installed in the plant additions.

Some printer binders further exploit the interest in trading stamps by suggesting to merchants that they should offer booklets to each customer for "convenience in handling the stamps." By this approach, the buyer is induced to paste up her stamps regularly. This has the double-barrelled effect of giving her a tangible proof of how fast her stamps are accumulating, and setting her the goal of returning to the same merchant so that she can get the stamps to fill out a corner, a section, and a page in her stamp booklet.

The latest plant addition features an 18-foot ceiling compared to the 12-foot ceiling in the remaining portions of the plant. This additional height provides greatly increased storage capacity. Adjustable storage bins have been installed to permit the triple stacking of paper skids as well as multiple skid storage of yearbook covers.

Output speeded by conveyor

The Bindery operation for yearbooks occupies 10,000 square feet of the 30,000 square foot addition. A 500-foot gravity conveyor system has been installed to allow the transporting of book sections through the various phases of assembly and permit sequential scheduling on short run work. Additional bindery equipment has also been added, including a semi-automatic three-knife trimmer, a flat cutter and a die cutter.

The Press Department has been expanded into the area originally occupied by the Bindery. Three two-color offset presses have been added to increase the production capacity of the department. These machines include two 25 by 38 presses and one 42 by 58 machine.

A pre-planned moving schedule made it possible to accomplish the transfer of equipment with a minimum of lost production time.

During the 1961 yearbook season, Hannibal produced yearbooks for over 2,700 high schools and colleges.

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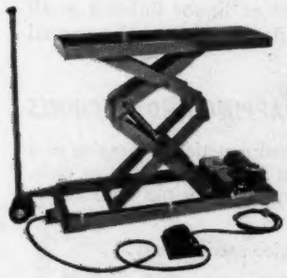

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PRODUCTION AIDS IN

IN BINDERY USAGE, THE DISTINCTION between collating and gathering is occasionally blurred by the fact that gluing, stitching or other forms of binding may be the focus, rather than whether single sheets or signatures are being assembled. The equipment, however, generally restores the distinction. Collating machines assemble single sheets; gatherers assemble signatures.

Hand collating, the earliest technique for assembling sets of individual sheets, is aided and speeded by improvised and specially designed equipment. Racks or cabinets are available that offer a varying number of bins or trays for the stacks of individual pages. Often these bins are as simple as a row of partitions set at a uniform tilt across a table top. Cabinets offer the separate compartments in a vertical arrangement. The worker doing the collating uses such helps as rubber finger-grips or a non-skid coating on his fingers and pulls the sheets, in correct rotation, from each bin. A slightly more advanced cabinet arrangement allows him to start the sheets, in sequence, down a chute that accumulates the set in a tray at the bottom.

Mechanical aids

At the next advance, the individual stacks are brought past the worker on rotary tables. These collating tables have several distinct fundamental designs. In many, the hand workers space themselves around a circular table that in one, two, or three decks, contains up to 20 bins of individual sheets at each level. In practice, each worker picks up a certain number of sheets, in sequence gathering (usually) into his lap, as the table rotates. The assembled sets are transferred from the laps to conveniently placed trays and the collating continues. Frequently the rotary table is served by an additional worker who keeps the various bins filled and who removes the collated sets.

Another rotary table is designed for considerable expansion as more workers or more stations are required. Basically, the stacks of individual pages travel on a moving belt, table-high, in a long oval past the seated workers at a rate that permits gathering with both hands into their laps.

Automatic collators

Automatic collators started with office or desk top models. Designed with fifty stations, these collators move the single

IN COLLATING

sheets, in correct sequence, into an assembly tray as the operator pushes the control level once for each set.

For industrial purposes, automatic collating has advanced to keep pace with the production requirements of bindery operations. Some of the factors that permit greater speed in assembling sets are: top loading, bottom feeding adapted from other bindery equipment, this avoids the need for stopping the machines to re-load the stations; sensing devices to prevent doubles or misses; and joggers, criss-cross stackers, and other accessory devices to cut down the bottleneck of hand operations after the automatic collating.

Automatic collators are engineered to accommodate to great differences in thickness of stock and size of sheets that can be handled. Equipment models therefore usually specify, in addition to operating speed and number of stations, the minimum and maximum sizes and weights of stock that can be collated.

Gluing and stitching stages

Bindery equipment manufacturers have usually designed their collating equipment to include a binding stage. This may take the form of an attachment that can be set up to glue or stitch the assembled sheets; or may be a stitching or gluing stage that is an integral part of the machine but that can be bypassed when collating without binding is desired. Many automatic collators can be adapted for special tasks, such as collating and tipping on a single sheet to a signature

Sometimes when the number of individual sheets that form a set is greater than the number of stations the machines will collate the part-sets, to the maximum capacity of its stations, and then the sets can be collated by the machine to form a grand set that includes the necessary tally of different sheets. This problem is sometimes solved by having a hand operation collate the part-sets from the same or different machines. Occasionally, very large runs call for ingenious improvisations in utilizing the collating equipment. Sometimes managerial skill is taxed to adapt various combinations of machines, tables, and racks for smoothest flow of work, and least materials handling. A chart of the available equipment may be of use in analyzing production possibilities when unusual collating problems are presented.

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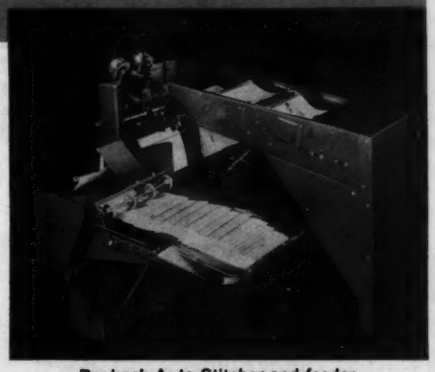

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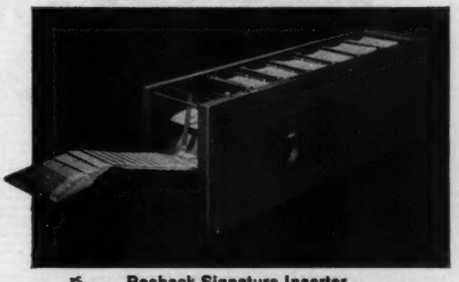

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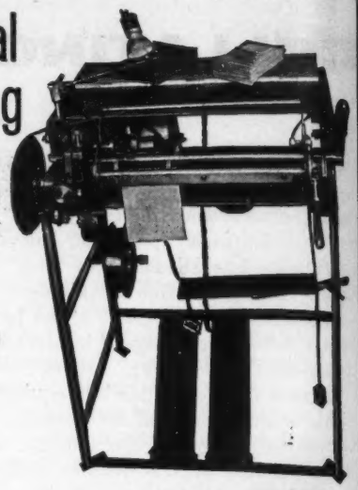

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Perforating

PROFITABLE SIDE LINES can take the sag out of slack business periods and improve all-around profits. One such addition to general bindery business might be work involving perforating, such as one time carbon forms, loose leaf sheets, office forms, snap-out perforation and bank checks.

As the bindery trade uses the term, perforating means a series of holes, slits or slots whose primary purpose is to weaken a sheet of paper so it may be cleanly separated or torn apart by hand, at a designated point.

Perforating machines fall into three categories, according to the manner in which the holes or slots are punched out. The three groups are: round-hole vertical perforators; round-hole rotary perforators, and slot or slit rotary perforators.

Round-hole VERTICAL perforators

The round-hole vertical perforator was one of the first types to be developed. The machine has three major elements: the pin or punch-holder, the stripper and the die. The punch-holder carries a straight row of pins and brings them down simultaneously upon the positioned sheets on the table. The stripper, which is immediately above the die, guides the pins into the holes of the die and strips the paper from the pins after the perforation has been made. The actual perforation is made by the edges of the die holes, which must be kept sharp for proper operation.

Profitable operation of the vertical perforator depends on keeping it within its designed range: small sheets, short runs, or single-line perforating. From two to ten sheets may be perforated at one time, depending on the weight of the paper. Pin-hole is often used as a synonym for round-hole in discussing perforating methods.

Round-hole ROTARY perforators

The round-hole rotary carries the punches in a circular upper head. Since the chips are cut free by the dies, it is possible to perforate several sheets at each feeding.

SLOT rotary perforators

Slot perforators produce a series of small slits in the paper, with minute uncut bits remaining between the slots to hold the paper together. Instead of a punch-holder, the slot rotary carries one or more saw-toothed circular blades, each saw tooth turning between two lower cutting discs beneath the paper. Unlike the vertical or round-hole rotary, the paper chips are not cut free, but remain as small burrs on the back of the sheet. Most slot rotaries, therefore, cannot cut more than one sheet at a time, since the burrs would tend to tie the sheets together. Rotary perforators, whether round-hole or slot, are the most rapid, and are preferred for long runs.

Some perforating machines feature interchangable heads so that the one machine can be used for round-hole or slot perforating as the job requires.

Perforating machines need not be limited to their primary use. Many binderies utilize their perforators in slitting, scoring, creasing or crimping.

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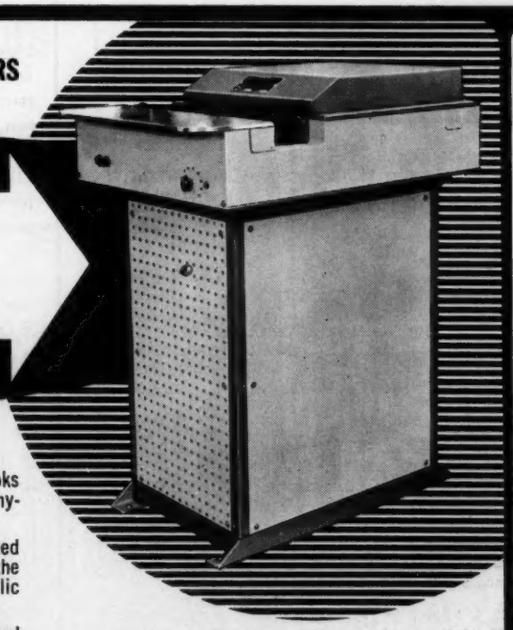

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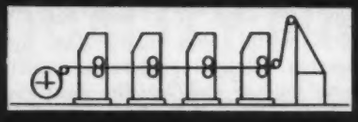

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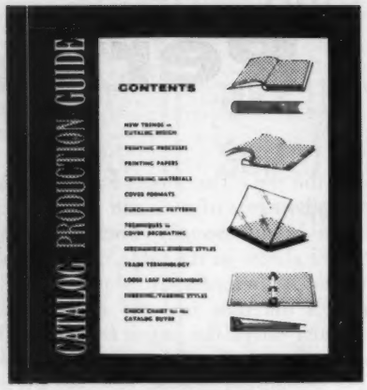

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MECHANICAL FEEDING TRIPLES BOARD PRODUCTION

By utilizing a mechanical feeder to feed sheets of book coverboard to a slitter which cuts them into boards for case bound books, Kingsport Press, Kingsport, Tenn., now cuts some 10,000 sheets per shift whereas formerly it cut only 3,500. This increase in production enabled the feeder to pay for itself within a few months.

The feeder, manufactured by The Dexter Company, Division of Miehle-Goss-Dexter, Inc., Pearl River, N. Y., feeds sheets from a pile to rotary slitter knives which cut the sheets into four or five sections, depending on board size. These sections are then transferred to either of two hopper-fed cutters located to the right and left of the discharge end of the Dexter-fed cutter, where they are slit in the opposite direction into sections, completing the board-cutting operation.

The feeder handles board sizes up to 41" x 41". Thicknesses range from 60 to 190 points. Normal production runs cut boards for 10,000 or more covers, and have cut them for as many as 200,000 covers at one setting. Kingsport puts out some 3,000,000 books monthly.

Handling a ton of board

In using the Dexter feeder, pallet loads of cardboard are deposited on the feeder elevator at floor level by fork truck. The load, weighing up to one ton, is elevated to feeding mechanisms whereupon the load begins automatically to index upward as the top sheets feed off. Suction cups, with air blast assists from the rear of the pile, lift the top sheet from the pile, and the forward suction cups pivot and advance the sheet between gripper rolls that pull it from the pile and forward it onto the tape conveyor which delivers it to the rotary cutting knives. A caliper detects multiple sheets, should two or more become stuck together, and causes them to discharge into a reject tray above the tape conveyor. Edge trim is pneumatically conveyed to remote waste receptacles and does not hamper the cutting operation in any manner.

The Dexter board feeder is similar to Dexter machines used to feed sheet metal to lithographing and coating lines for decoration prior to fabrication into cans and other products.

To achieve production line advantages, alert book manufacturers are increasingly adapting equipment and techniques developed in other industries, to improve material handling and eliminate traditional bottlenecks in book making.

Mechanical Binding Sources

C ——— Cercla
X ——— Cerlox
F ——— Flex-O-Coil
G ——— Geb-ring
K ——— Kamket
La ——— Latch-Lock
Ll ——— Lino-Lok
Mr. ——— Multi-Ring
M ——— Mult-O
P ——— Plastico
Q ——— Quick Change
R ——— Round Ring
Sl ——— Slide-Ring
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TRIMMING

TRIMMING IS the operation by which books are cut to final size. It is distinguished from cutting, which is the preparation of the sheet for subsequent operations like presswork or folding.

Almost all graphic arts plants will be called upon to do trimming. The type and frequency of scheduled work will dictate the type of trimmer to be used for the most economical processing. The decision can be made only after careful analysis of the needs; the discussion of the various trimmers below will point to the choice once this analysis is done.

Trimming may be done in one of three ways: on a guillotine cutter, on a tumble trimmer or on a three-knife trimmer.

Guillotine trimming

Trimming on a guillotine cutter is normally limited to specialty short run jobs or to plants where trimming is not a standard operation. Books are generally handled in lifts about six inches high and trimmed in this order: edge, head and tail. When using a cutter with a three-piece split back gauge, each individual section of the gauge is set in a fixed position for one of the cut dimensions of the book. The lift of books is then placed in sequence against each gauge section for the cut.

On older style cutters which do not have a split back gauge, the general procedure is to trim the fore-edge first, and then set the back gauge for the head and tail cuts. To avoid any resetting of the back gauge, a piece of binders board, of the same width as the desired cut, is placed between the lift and the gauge, when the tail is trimmed.

Tumble trimmers

Tumble trimming is used primarily in edition binding plants and large publication plants. The lifts of books are clamped and then rotated through two or three 90 degree turns for knife cutting. The number of turns varies with the construction of the machine. Some models use one knife to trim all three sides; others use one knife to trim the fore-edge and two knives at another station to trim the other two sides.

Three adjustments are required on tumble trimmers; the first at the clamp, the second for the fore-edge trim and the third for the tail and head. Before trimming it is important that the books be well jogged.

Three knife trimmers

Specifically designed for this stage in book production is the three knife trimmer which clamps the lift and trims it without moving it. A single knife trims the fore-edge; then the two knives descend simultaneously to trim the head and tail. The critical adjustment on the three knife trimmer is the in-feed guide, against which the back and head of the book are positioned prior to trimming. Once this is set up, the operator squares the lift against the guide to insure that each book will be properly trimmed.

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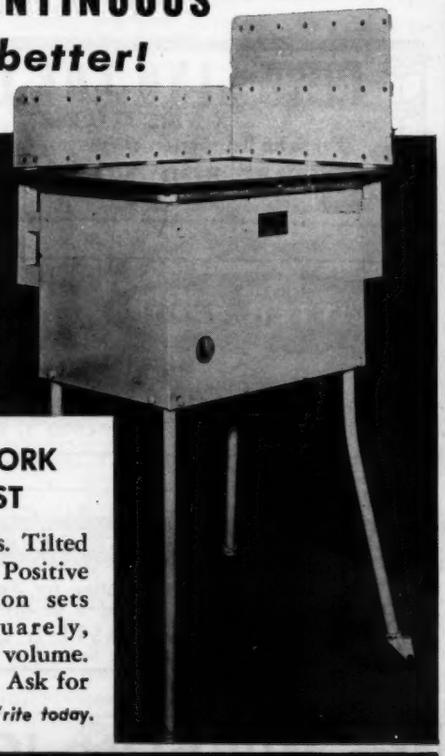

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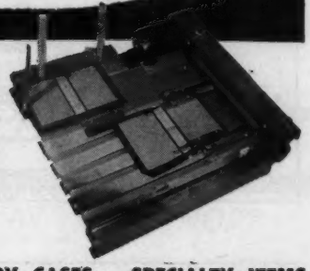

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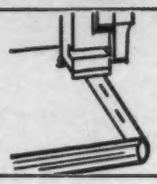

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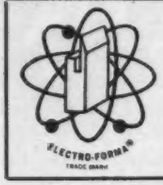

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The Bindematic Corporation, Columbus, Ohio, is marketing the component parts of a loose leaf notebook to permit easy, rapid assembly in a variety of combinations of covers and sizes. Plastic multiple rings and an aluminum backbone can be used with ready made cases or with two piece covers. The rings are tapered and heat treated so that they do not lose their shape under pressure or heat.

The replacement of worn covers, or the conversion from one style or size of binder to another can be done without special equipment. The multiple rings and the covers slide on the backbone, and are locked so that they cannot be accidently detached.

Alternatively, the backbone may be rivetted to a case to make a standard loose leaf binder. Bindematic, however, stresses the flexibility in office and industrial applications of using the detachable backbone and rings to assemble binders for business forms, storage records, salesmen's presentations and the like. The backbone is flat and can readily be imprinted. The covers can be printed and decorated before assembly. When organizational changes require new binders, new covers can be substituted thus saving the cost of backbone and rings.

GAVRIN PRESS SOLD TO ALLIED PAPER CORP.

Acquisition of the Arthur J. Gavrin Press, Inc. of New Rochelle, specializing in business forms, has been announced by the Allied Paper Corporation, Chicago. The Gavrin Press will be operated as an autonomous division of Allied Paper, under the continued management of Arthur J. Gavrin and David Gavrin.

JERSEY CITY PRINTING SOLD

The Jersey City Printing Co., after 75 years under the ownership of the Dear family, has been purchased by private investors associated with Allen & Co., New York investment bankers.

A major producer of textbooks and telephone directories, the company's management and operations will remain essentially the same.

FRED C. RUSSELL

Fred C. Russell, 71, vice president and treasurer of J. F. Tapley Co., died September 20. Prior to his association with Tapley in 1932, he had been controller for the Alexander Hamilton Institute. He was prominently active in the work of the BMI Cost Committee.

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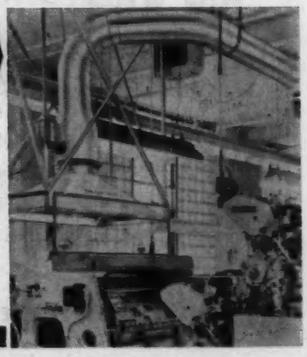

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BULKELEY NAMED "MAN OF THE YEAR IN THE GRAPHIC ARTS"

William H. Bulkeley, vice president of Connecticut Printers, Inc., Hartford, has been elected "Man of the Year in the Graphic Arts" and recipient of the A. F. Lewis Memorial Award. The honor will be bestowed at the annual convention of the Printing Industry of America, Inc., in Pittsburgh, October 9. Bulkeley's election is in recognition of his outstanding contributions to the industry's technical and educational projects, his dedication to improving the quality of the industry's products and his active participation in civic affairs.

Bulkeley is a director of the Lithographers and Printers National Association and chairman of the LPNA's lithographic book manufacturers' committee. It was under the impetus of his leadership that this group's code of trade customs was adopted for lithographic book manufacture. He has also served as a director of the Printing Industry of America, Inc., and has been an active participant in the work of the Research and Engineering Council of the Graphic Arts Industry and the American Institute of Graphic Arts.

MERRICK LITHO IS BANKRUPT

Merrick Lithograph Corp., Cleveland, parent firm of Pennington Press, is bankrupt. An important factor in the collapse was attributed to be Pennington Press, which was established in 1959 as a publisher of hard-cover books for distribution through super markets and other unusual retail outlets.

According to Robert B. Pennington, Jr., president and treasurer of Merrick, Pennington lost more than $500,000, most of which was fees paid to advertising and public relations agencies, after purchasing about 30 manuscripts.

Merrick's total debt was $1,314,303. The government has a $62,000 lien against withholding Social Security taxes collected from employees but not paid.

STATE PRINTING IN CALIFORNIA

The controversial subject of California's state-owned and operated printing office is again in the news with the release of a report by an advisory group set up to study the facts.

Formed by the state's director of finance, John E. Carr, the group included top officials from five leading California printing companies. It has been charged that the report, made to the state governor, was not properly released to the press, nor given adequate publicity.

Among the findings of the advisory group were: that the State Printing Office costs, rather than saves, the taxpayer money; the school books, representing about half the volume of work of the office, are printed on obsolete presses, and that replacement with modern equipment would be prohibitively expensive; that the rigid personnel practices result in workers being kept on the job for as long as three weeks after their assignments have ended; that manning schedules are not properly determined by management-union agreement; that the costing system does not reveal the actual operating costs of the state printing office; and that no production records are kept.

The advisory group made several recommendations: that because of its wasteful operation, the printing office should be given less assignments, and ultimately eliminated; and that printing can be more economically purchased by competitive bids.

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